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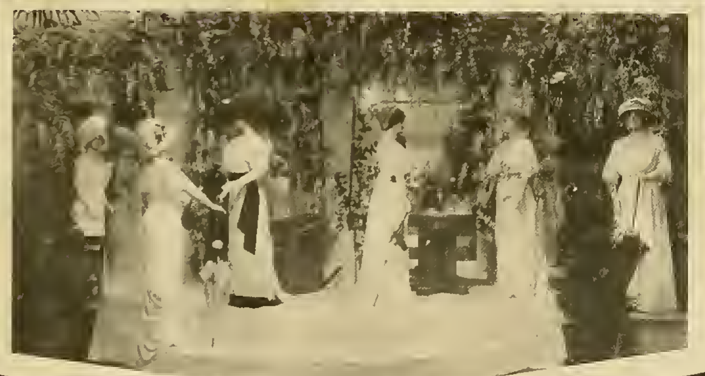
VOL. XXXII JANUARY, 1913 No. 1

MERCHANTS RECORD AND SHOW WINDOW



CHICAGO

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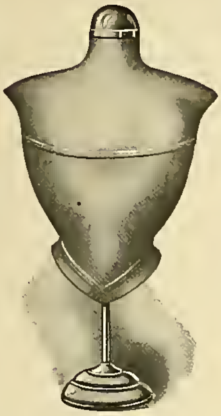
Norwich Fixtures



Waist Form No. 75

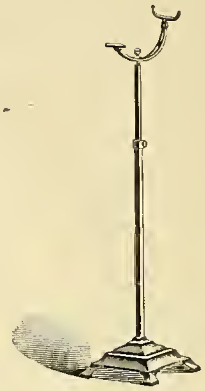
Plain base, 7 inch diameter, Standard ⅝x24 inch long, revolves, and is adjustable on standard by means of slip flange. Dome shaped top furnished with high or low enamel as desired. White jersey covered, as illustrated with low enameled neck.

Price $4.25 each

Colonial Cast Top Shoe Stand

Standard ⅜ inch square, brass tube, extension ¼ inch, square brass rod. Colonial base, made of cast brass. This stand is made in three different heights. Extensible 9 to 15 and 15 to 27 inches, with 5 inch base. Extensible 27 to 52 inches with 6 inch base. In comparing prices note that this stand is made of brass.

Price $24.00 per dozen



Send for Our New Catalog

THE NORWICH NICKEL & BRASS CO. Norwich, Conn.

NEW YORK, 712 Broadway —Salesrooms— BOSTON, 26 Kingston Street

---

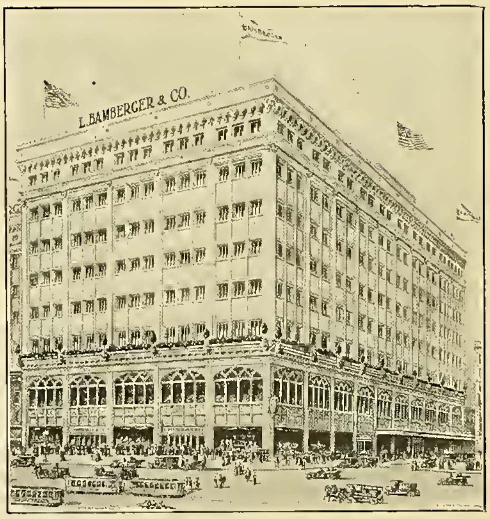
Over 4200 Feet of
FRINK REFLECTORS
In the new Bamberger Store

The new Bamberger Department Store, in Newark, N. J., is one of the largest modern establishments of its kind in the East. All the equipment was selected with a view to enhancing the appearance and utility of the store as a unit.

No other efficient system was fitted to their particular requirements. Over 4,200 feet of FRINK REFLECTORS were required for the show cases, show windows, rug racks and art gallery. Each type of reflector was designed for the special purpose to which it is used. This kind of a lighting system costs no more than other systems using "stock" reflectors and shades.

Our Engineering Department is at your service, ready to submit designs for your individual requirements. FRINK REFLECTORS and J-M LINOLITE LAMPS illuminate the goods in the most efficient manner possible.

J-M Linolite Lamps generate less heat and have the longest useful life of any incandescent lamp on the market.



L. BAMBERGER & CO.

New Department Store of L. Bamberger & Co., Newark, N. J.

May we send you a copy of our "Modern Store Illumination" Catalog No. 410? Address nearest Branch.

H. W. Johns-Manville Co.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

Albany
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Dallas
Detroit
Indianapolis
Kansas City
Los Angeles
Louisville
Milwaukee
Minneapolis
New Orleans
New York
Omaha
Philadelphia
Pittsburgh
San Francisco
Seattle
St. Louis
Syracuse 1846

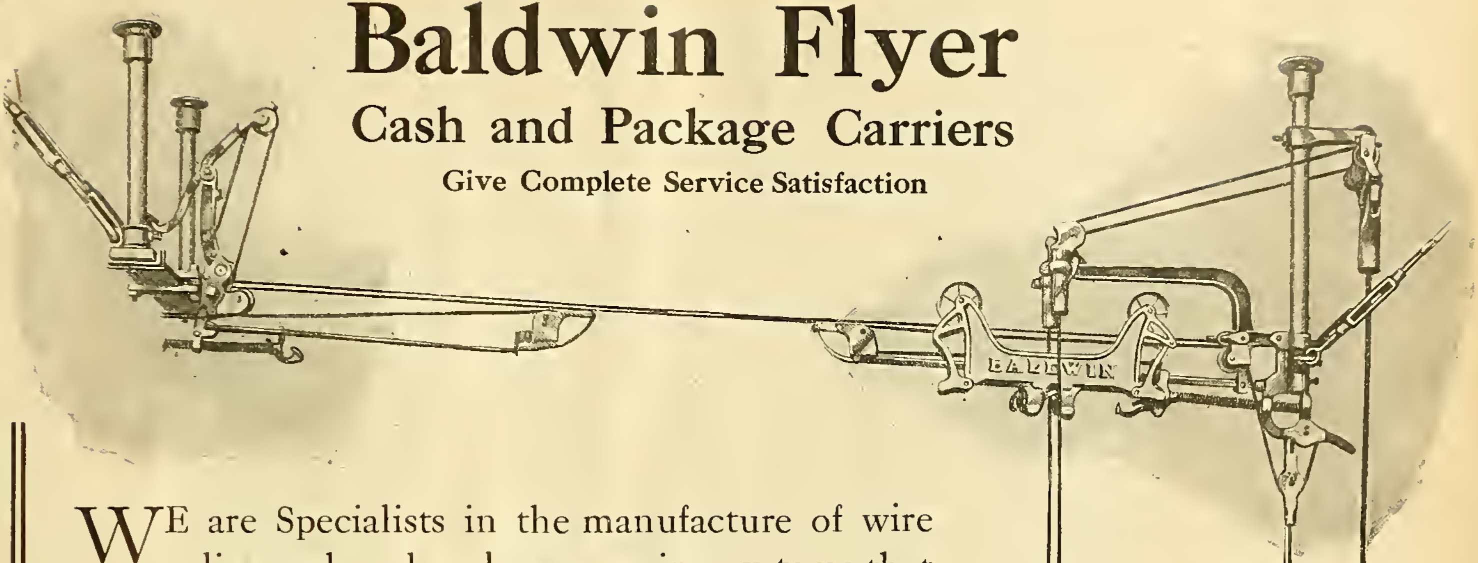
For Canada:—THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Toronto Montreal Winnipeg Vancouver

APR 27 1914
131174
Bound Periodical

Baldwin Flyer

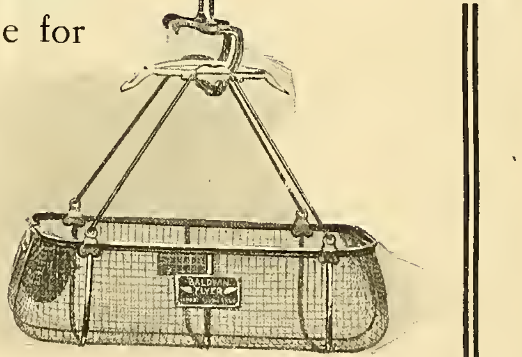
Cash and Package Carriers

Give Complete Service Satisfaction

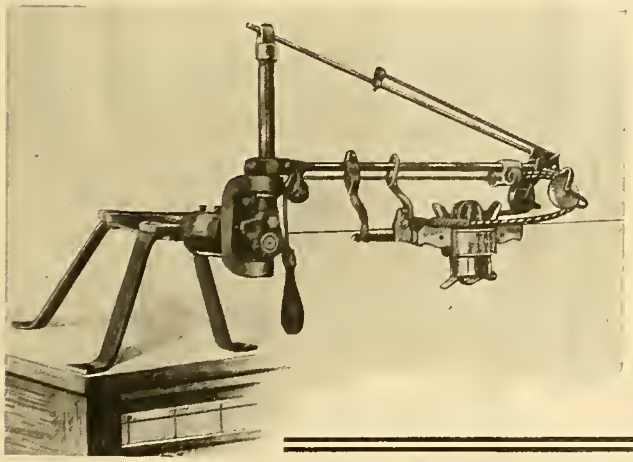


WE are Specialists in the manufacture of wire line cash and package carrying systems that operate up the steepest grades, over humps, around corners, smoothly, easily, without noise. Thousands of our systems are in daily use testifying to the honest, careful workmanship and expert knowledge of over twenty years' experience.

Every merchant with careful buying instinct should see our new **Overshoot** and **Upshoot** Cash Carriers, to operate to the second floor or basement. They are very neat, compact and economical. Use them once or a hundred times a day and no expense for power.



This illustrates our tripod Shelf Bracket, which does away with all posts and guy wires to the ceiling. You can fasten to your modern low shelving, or any convenient post or wall.



Ask those who use the Baldwin System

Write for Catalog—Get posted. The truth will do you good.

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station.

Pacific Coast Office: 240 So. Los Angeles St., Los Angeles, Cal.

AN ACTUAL DEMONSTRATION OF WELCH EQUIPMENT

Now is the time to improve your store

—let our expert designers show you how

Make selling easier—that's the object.

Very few people purchase the first garment you show them, especially is this so if you keep your clothing piled up on a table, and it takes a great deal of time and labor to "jerk" out half a dozen more and even then the customer will be somewhat dissatisfied because the coat is so wrinkled, the shoulders won't fit and the front sags as though it was poorly tailored.

But—it is entirely different with the progressive merchant having Welch clothing cabinets in his store. Each garment can be seen and by opening the noiseless, disappearing, "hingeless" doors and revolving the smooth-running ball-bearing fixture all the garments are brought right out in front of the customer. They have been kept in perfect condition, being hung on specially constructed hangers in an absolutely dust-proof cabinet and are presented in an inviting manner. This way of handling a suit adds to its attractiveness and makes selling easier. The entire operation requires but a fraction of a minute and the customer is given quick, satisfactory service. Such is the Welch method of handling modern merchandise.

Let our expert designers show yon how to equip your store—how to get the largest possible capacity, yet having it convenient and practical as well as artistic. This service is absolutely free to you. Send for

New Book—its full of Practical Store Equipment Ideas

WELCH MFG. CO., GRAND RAPIDS, MICH.

Chicago Office: 233 W. Jackson Boulevard.
New York Office: 732 Broadway

Boston Office: 21 Columbia Street.
Pittsburgh Office: 406 House Building.

Minneapolis Office: 100 Kasota Building.
St. Louis Office: 1118 Washington Avenue

Wilmarth
THE CASE WITH A CONSCIENCE
Store Fixtures

In 1913 Will Be Better Than Ever Before

Our designers have produced in the last few weeks a number of new cabinets and special fixtures, which will be added to our present line of sectional cabinets, for use in modern clothing and department stores. The new pieces make this line practically complete and with it we are prepared to equip any ordinary sized department store throughout.

Our Designing Service

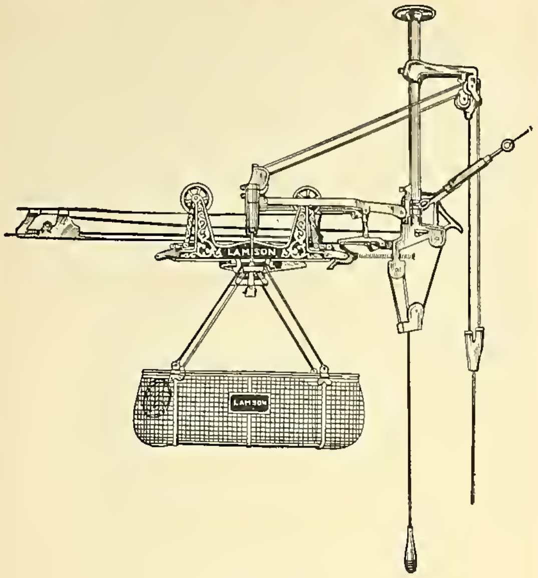
should be made use of, by any merchant who contemplates making any changes in store equipment.

Wilmarth Show Case Co.

GRAND RAPIDS :: :: MICHIGAN

New York Salesrooms, 732 Broadway
Chicago Salesrooms, 233 W. Jackson Blvd.
Boston Salesrooms, 21 Columbia Street
St. Louis Salesrooms, 1118 Washington Ave.
Pittsburg Salesrooms, 7th Fl. House Bldg.
Minneapolis Salesrooms, 100 Kasota Bldg.
San Francisco Salesrooms, 515 Market Street
Tampa Salesrooms, 215 Tampa Street

LAMSON



LAMSON

"AIR LINE" Cash Carriers

A simple, inexpensive, rapid, efficient and noiseless carrier.

Enables the clerks to make two sales where they made one before.

Turns suspicion and *guessing* as to whether every cent paid by customers is received by you, into *absolute certainty.*

Speeds up business, eliminates lost motion and waiting, catches errors, places responsibility immediately where it belongs and—

Numbers you in your customers' estimation as among the progressive up-to-date merchants.

ASK YOUR NEIGHBOR

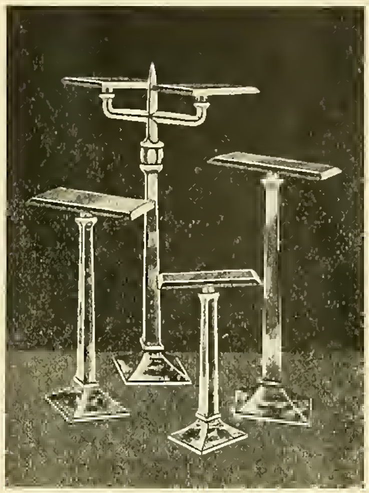
The Lamson Company
BOSTON, U. S. A.
Representatives in all principal cities

SERVICE

The Guarantee of Excellence

Crystal Fixtures

Easy to clean, handsome in design.
We have them for every purpose.



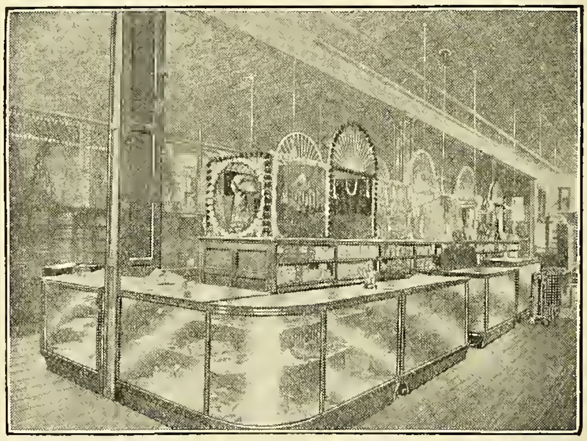
All styles interchangeable. Catalogue cheerfully sent upon request.

CRYSTAL FIXTURE CO.
614 W. Adams St. - Chicago

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

THE M. WINTER LUMBER CO.
HIGH GRADE FIXTURE MAKERS
Established 1865
SHEBOYGAN, WISCONSIN - U. S. A.

SALES AGENCIES:
C. D. Smith Drug Co. - - - St. Joseph, Mo.
R. H. Birdsall - Hamilton Bldg., Portland, Ore.
Mattoon & Keppel - - New Haven, Conn.
Smith-Bailey Drug Co. - Salt Lake City, Utah

IS IT FROM WINTER?—THEN IT IS RIGHT

A Readjustment

During stock taking time you are most apt to realize that the goods in this department or that need readjusting, in short more room is needed and a better display.

FANCY CANDIES

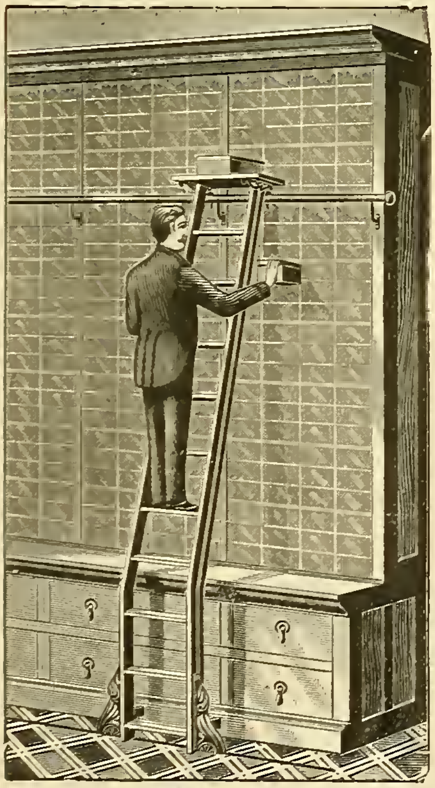
Baines' Adjustable Shelf Brackets

fill the want felt in all stores where they are not already used, and we have supplied thousands—They give fully 30% more shelf space, resulting in added attractiveness and increased sales of your merchandise.

Let us tell you all about Baines' Brackets.

PIQUA BRACKET CO.
Piqua, Ohio.

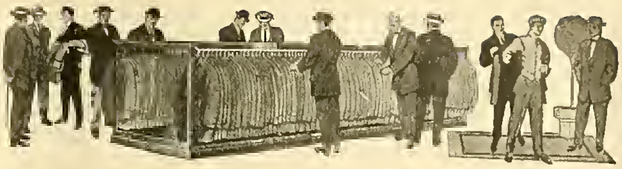
The Bicycle Step Ladder



The Newest Neatest, Simplest, Easiest, Operated and Safest Store Ladder made. Ladders are not suspended, but supported from below on wheels. Move easier with operator on than others when empty. Highly finished and very handsome. Made in different grades and prices to suit. Ask about the New Noiseless Track. Send for Illustrated Catalogue and Price List.

See this space next month for other style of ladder.

THE BICYCLE STEP LADDER CO.
61 Randolph Street **CHICAGO, ILL.**



Good Displays Mean Good Business

Your goods need the best chance possible to "make good." You can outsell your competitor if you show your goods to better advantage than he does. You can have better, quicker, more efficient store service if you use

ILLINOIS (patent) GARMENT CABINETS

They embody every possible feature for providing more effective service. Disappearing doors which work *perfectly*—no creaking noises to disturb customers—full visible glass case, automatic carriers which do not swing out and waste valuable space—these are some of the most effective arguments. The general style, finish and workmanship are the best that brains and money can produce.

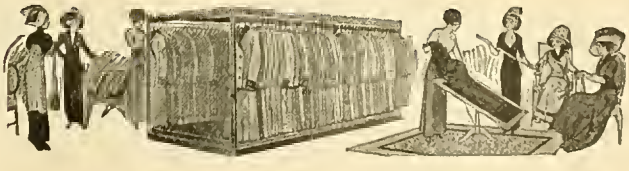
Illinois Cabinets are winning new friends every day, because they are all that good garment cabinets can be. Let us tell you more about them in our catalog, which we will send, gratis, on request. It will tell much that you will wish to know.

Write for it

Illinois Show Case Works

Pittsburgh, Pa.
723-725 Liberty Ave.

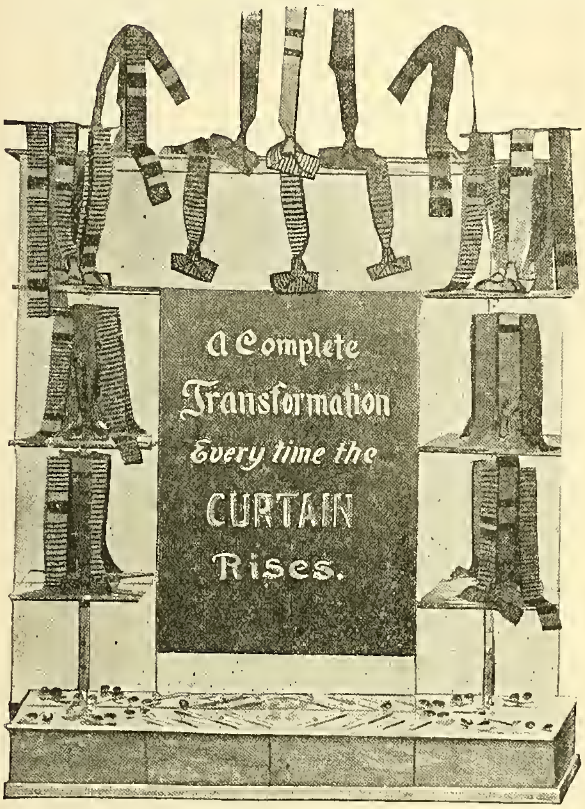
Chicago, Illinois
1735-43 N. Ashland Ave.



The Quadruple Show Window

"Multiplies Display Space by 4."

THE accompanying illustration represents the greatest and most mysterious show window display apparatus ever shown. It is so constructed that when the curtain automatically rises a complete show window comes into view. It changes four times; each time an entirely different display with different merchandise is seen by the public, thus giving you four individual displays. In other words it is the same as if you would have four show windows. For example, when the apparatus is 5 feet square you will have 25 square feet of display space showing each of the four times the full depth and width of merchandise displayed therein.



This great merchandise displayer will pay for itself many times during the year. It will attract attention. The public will stop and wonder where all the goods come from. The interior is brilliantly illuminated and lights up automatically when the curtain rises and reaches the full height, which is quite a surprise from the darkness to light of the different merchandise. When inquiring for price state the dimension, size desired, and the class of goods it is to be used for.

The cabinet is made very elaborate and is furnished any size from 3½ feet square to 6½ ft. square and from 4 ft. to 7½ ft. high.

The apparatus can be set in your present show window without cutting or damaging the platform in any way.

This great device, with many other wonderful display devices can be seen at our **show room on exhibit at 101-103-4th Avenue, New York, N. Y.**

Write for our complete Catalog.

The Newman Mfg. Co.

715-721 Sycamore Street - - Cincinnati

LARGEST MANUFACTURERS OF MOVING WINDOW DISPLAY DEVICES

H. G. ROWLAND,

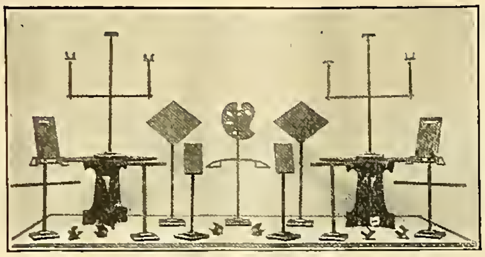
Honesdale, Pa., Nov. 16, 1911

The Oscar Onken Co.,
Cincinnati, Ohio.

Gentlemen:

The "ONKEN YOUNITS" arrived a week ago and we have had time to give them a fair trial. We have heretofore lauded ourselves on constantly changing our windows and now that we have your outfit we can give the passerby and our customers a better window than ever with less scheming. Our personal feelings toward the ONKEN display is that it's "ABSOLUTELY O. K."

Yours very truly,
H. G. ROWLAND



The Full Set

The above illustration shows the entire set of **No. 19**—DRY GOODS OR FURNISHING, INTERCHANGEABLE "YOUNITS" comprising 80 "YOUNITS" to the set. The entire set of "YOUNITS" is made of well seasoned oak and nicely finished. The display slabs are of attractive and odd design, fitted with tilting metal adjustment on back for holding them in various positions and angles. The base blocks are double thickness, nicely bevelled on edges and fitted with round knobs underneath to elevate base blocks from floor or counter. Upright and Cross Arm "YOUNITS" are of medium thickness stock, so it's possible to make strong display stands, that are not bulky or top heavy. Upright and Cross Arm "YOUNITS" are in assorted lengths which enable you to make HUNDREDS and HUNDREDS of window trims and many odd and standard fixtures.

You Never Need A Tool

MOORE BROS. CO., Ltd.

Wallace, Ida., Nov. 1, 1911

The Oscar Onken Co.,
Cincinnati, Ohio.

Dear Sirs:

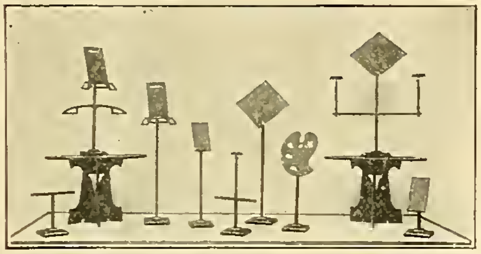
We beg to advise you that we are greatly pleased with your Fixture Outfit of "ONKEN YOUNITS."

We find that they are easily adaptable to any window trim desired.

They save time, and have proved very attractive to the passerby.

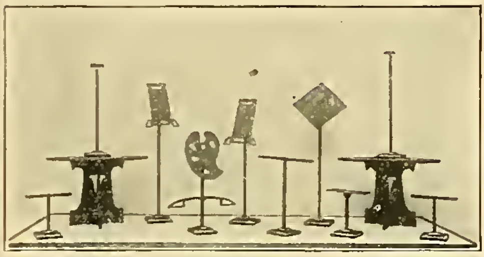
They ARE NOT ONLY ECONOMICAL, but practicable and would recommend them to anyone as far superior to the expensive nickel fixtures for results.

Very Sincerely,
MOORE BROS. & CO.



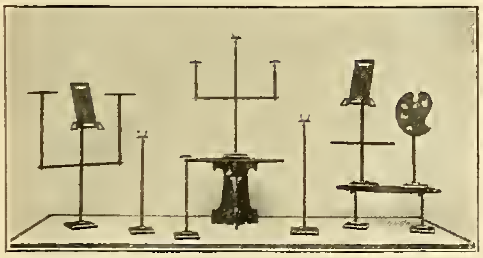
The above arrangement of undraped fixtures makes the **Men's Furnishing** trim shown directly opposite.

The **Men's Furnishing** trim shown above was made with only a part of full set **No. 19.**

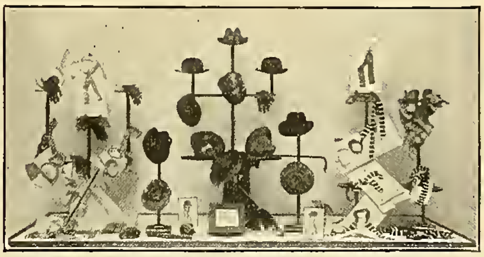


The above arrangement of undraped fixtures makes the **Combination Clothing and Men's Furnishing** trim shown directly opposite.

The **Combination Clothing and Men's Furnishing** trim shown above was made with only a part of full set **No. 19.**



The above arrangement of undraped fixtures makes the **Combination Hat and Men's Furnishing** trim shown directly opposite.



The **Combination Hat and Men's Furnishing** trim shown above was made with only a part of full set **No. 19.**

I WILL SEND YOU EITHER SET ON 30 DAYS TRIAL

You Can Order Either Set on 30 Days Trial Either Direct from us or Through Your Jobber, and at the End of 30 Days Return at Our Expense If not More Than Satisfactory,

ONKEN YOUNITS

Patented 1911 in the United States and Foreign Countries.

My 2 Dry Goods and Furnishings Sets

Set No. 19 Large enough for two windows and inside store use. **80 YOUNITS**............... **$25.00**

Set No. 19½ Large enough for one window and inside store use. **42 YOUNITS**..... **$15.00**

F. O. B. Cincinati Factory

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, all in soft, mellow, waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish) A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large sized trims made with my YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

THE OSCAR ONKEN CO.

Established 32 Years

**No. 661 Fourth Ave.
Cincinnati
Ohio
U.S.A.**

Order Through Your Jobber or Direct

The Oscar Onken Co., 661 Fourth Ave., Cincinnati, O.

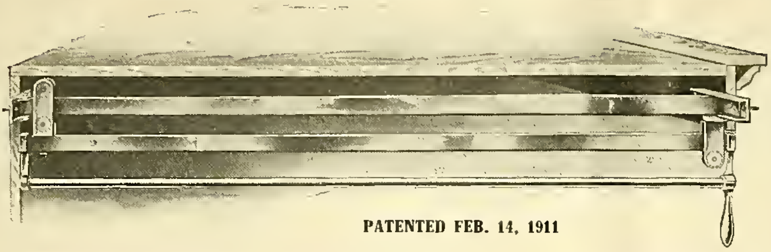
Send me your Window Fixture Booklet

Firm..

City..

Business.. 26

THE BRADFORD CABINET TROLLEY SLIDE



PATENTED FEB. 14, 1911

THE only trolley made which may be swung to either side after being drawn out from cabinet. Will not sag or bind, and being operated on steel ball bearings is practically noiseless.

We carry the 42 inch length in stock ready for immediate delivery **and will send you one to try out in your own store, at your request, with the privilege of return.**

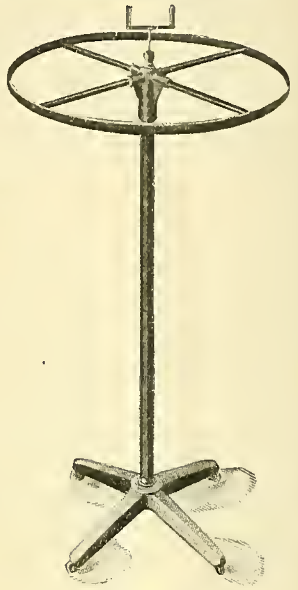
Write for our set of plans showing cabinet construction

The Reflector & Hardware Specialty Mfg. Co.
CHICAGO
Western Avenue and 22nd Place

The R. & H. REVOLVING GARMENT REEL

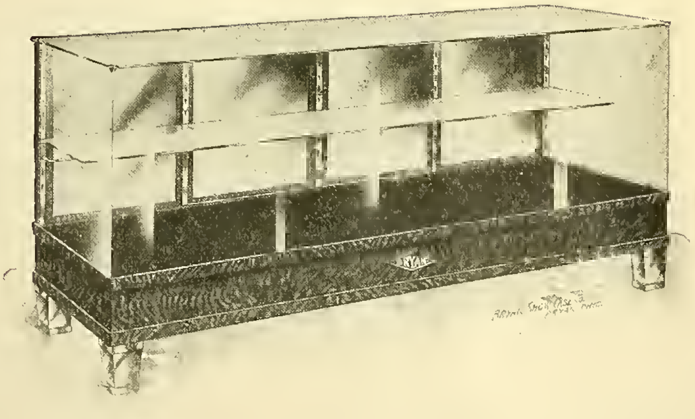
52 Inches High . .	**$7.50 each**
66 Inches High . .	**8.50 each**
72 Inches High . .	**9.50 each**

Finished in Oxidized Copper



No. 1149

A CASE OF GLASS IS HARD TO PASS



More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes—the construction is perfect.

You will find our catalogue interesting.

THE BRYAN SHOW CASE CO. : BRYAN, OHIO

Outside Display Cases

Go out and take a long look at your store front. If you are the "boss" try to figure out how many sales you are losing every day—sales that our Display Cases would bring right into your store. If you are the "Store Decorator," tell the "Boss" about that space in the vestibule, or the two or three feet on that blank wall that should be set working for the house.

The illustration herewith shows but one of our many styles and sizes. We can furnish anything either stock or special in outdoor and interior show cases. Better write us while the subject is on your mind.

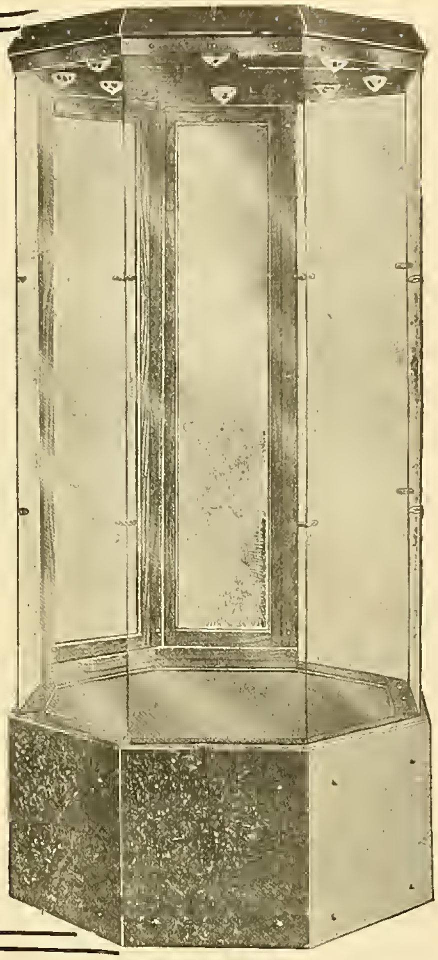
We Also Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors. Window Dividers, Store Stools, etc.

WRITE FOR CATALOGUES AND PRICES

Hugh Lyons and Co., Lansing, Mich.

New York Salesroom, 686 Broadway Chicago Salesroom, 318 Jackson Blvd.



DECO BACKGROUNDS

Deco-Background for Marshall Field & Co., Chicago

Distinctive in Style
Moderate in Cost

Use them this year and have the most beautiful windows in town.

DECO is a thin veneer of choicest selected wood mounted on composition board. It is furnished in Circassian Walnut, Mahogany, Oak, Maple, Rosewood, Birch, etc.

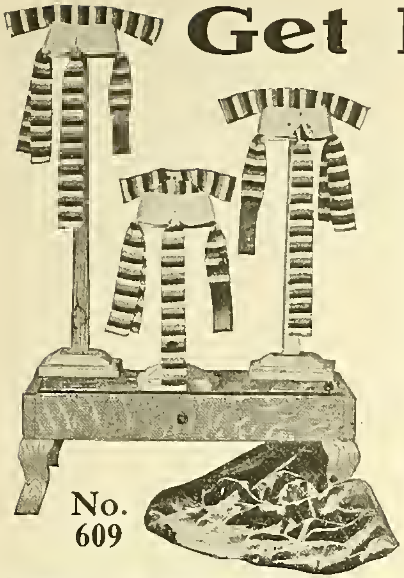
DECO costs less than any other natural wood paneling on the market. It effects a saving of from 25% to 40% over ordinary wood backgrounds. It will not warp, buckle or twist. Easily installed at low cost for labor.

Write for Booklet Showing Collection of Deco-Backgrounds.

DECO MANUFACTURING COMPANY

INDIANAPOLIS, INDIANA

Get Busy For 1913


No. 609

We are going to make the year 1913 a *howling success* for all window trimmers who do business with us. We are going to give *new* and *original* ideas, *clever* suggestions that will *boost* the "old *salary* thing." If you are not in touch with us, get busy now for 1913. We are *so far ahead* of all other fixture houses, that *it's a shame* to mention it. We are a *whole year in the lead* with *new* things and *new* ideas that *Sell the goods*, through the windows. Our ideas "do business," and our trimming ideas loom up like *lightning flashes* in a *clear sky*. Take our tip. *Write us* for our big new 32 page Idea catalog. *Worth its weight in gold* to up-to-date window men. It's *free* for the asking.

No. 601

Polay's New Shirt Bust

Here Are 3 New Ideas For 1913

On the left herewith we show our new 1913 French Plateaux, No. 609. Has removable slab and legs. Any trimmer can make beautiful effects with this plateaux. You can drape plush or silk, by simply removing the slab, replacing it when drape is finished. Can be lowered for floor use by removing the legs. The biggest hit ever known for classy window effects. Made 14 by 24 inches and 8 inches high. Any finish desired. Price $3. Polay's new tapered collar stands. Shown on same plateaux, 3 heights, 12, 18 and 24 inches. Price per set $2.25. Price complete for plateaux and collar stands $5. In the upper right hand corner is Polay's new shirt bust form. Moulded to give full chest effect. Tilting top. Finest shirt bust form in the world. Price $1.50. Below is Polay's French Plateaux, No. 605C with removable slab and legs. Stands 12 inches high and made 18 by 18 inches square. A hit with all trimmers. Makes swell unit trim for center of window. Price in any finish $3.50.

No. 605-C

Polay Fixture Service

Successors to the WOODCRAFT CO.
612 Medinah Building **CHICAGO, U. S. A.**

No. 310b—ROSE VINE

Made of 3 large roses, 3 large rose buds, 12 line leaf sprays.
Per doz. yards . . . . $ 3.50
Per gross yards . . . 35.00
This is an exceptionally good article.

No. 331a—LILAC VINE

3 large clusters of lilac, 12 line leaves, flowers in lavender, white or pink.
Dozen yards . . $ 2.40
Gross yards 24.00

No. 378—DAISY VINE

4 large beautiful sateen flowers, yellow or brown centers, 15 muslin leaves.
Doz. yards . . $ 2.25
Gross yards . 22.50

No. 310a—ROSE VINE

3 nice open muslin roses, 12 leaves; roses in any color.
Dozen yards . . . $ 1.50
Gross yards . . 15.00

Our Spring Catalogue is illustrated in colors. Write for it and get on our mailing list.

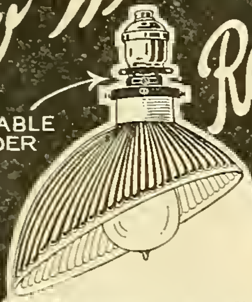
Remember, order early. Easter is on March 23rd.

L. BAUMANN & CO.

Largest Importers and Manufacturers

357-359 W. Chicago Avenue
CHICAGO, ILL.

Have you seen this newest Show Window Reflector?



THE "PITTSBURGH" 60 WATT

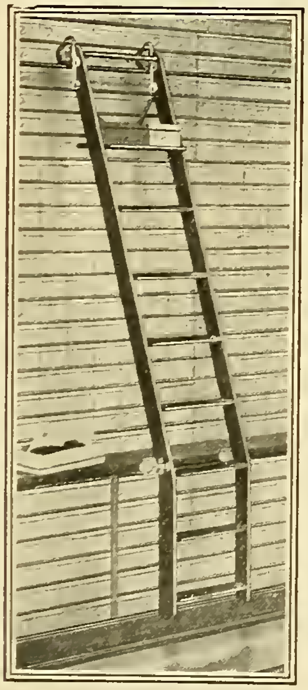
ASK YOUR DEALER TO SHOW IT TO YOU

Write For Our New Booklet Which Tells You How To Solve Your Lighting Problems

Pittsburgh Reflector and Illuminating Co.
PITTSBURGH, PA.

Chicago Representative
FREDERICK A. WATKINS
565 W. Washington Street, Chicago

Milbradt Rolling Ladders



"The Only Way"

For Rapidity
Efficiency
Safety
Economy

Has every other system beaten to death

Milbradt Rolling Step Ladders

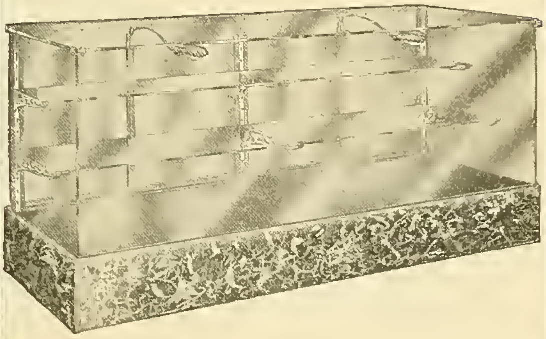
Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

Send for Descriptive Catalog

Milbradt Mfg. Co.
1443 N. 8th St.
ST. LOUIS MO.

If You Wish to Increase Your Sales



You must keep the goods *in sight*—where people passing through your store can see their merits for themselves.

"Quincy Special" Cases

show merchandise to the best possible advantage—literally creating sales without the aid of a sales clerk.

Made of the best materials and beautifully finished, these cases satisfy the most exacting. Their real beauty lies in the fact that time does not affect them.

We make many different styles — both wood frame and all plate glass cases—as well as fixtures of every description.

Write for Illustrated Catalog.

Quincy Show Case Works
QUINCY, ILL.

FOR YOUR WHITE SALE WINDOWS

YOUR wholesale displays will bring in much more business if you decorate the merchandise with Schack Flowers. On this page are shown a few of our standard products that are especially suitable for white goods windows. Order from these pages and save time—You will find our goods and prices always right.

No. 2462. Almond Blossom Spray. An exquisite spring decoration; 6 sprigs to spray; shaded deep pink to white with touches of pale green; 26 inches long.

Doz. sprays	$ 2.25
Gross sprays	24.00

No. 2463. Almond Leaf Spray. (Not illustrated.) Fine sprays of foliage in delicate spring colors to use with No. 2462.

Doz. sprays	$0.60
Gross sprays	6.00

No. 2422. American Beauty Rose. This is the Queen of Flowers and makes a fine appearance with any line of merchandise; fine for early spring displays; 12 in. long, flower 4 in. in diameter, 2 leaves to stem; red, white, pink or yellow; state color.

Doz., **50c.** Gross, **$4.80.**

No. 2426. Japanese Wisteria. A favorite for every occasion, shaded from pale lavender to rich violet; very appropriate for white sale or spring opening; flowers 8 in. long, 6 sprays of foliage to each flower.

Single flowers with foliage, doz	**$ 1.00**
Gross	**10.00**

(Special colors to order.)

No. 2598. Hyacinth Vine. A dainty and effective flower typical of Springtime; rich foliage and lots of delictaely tinted flowers; 38 in. long; doz., **$5.00.** Gross **$54.00**

We carry in stock Hyacinth flowers and foliage made up in Wreaths, Bouquets, Sprays of different sizes and other attractive arrangements. If you wish any special arrangement we will be glad to submit sketches and the lowest prices.

No. 2459—Carnation Spray

No. 2459. Carnation Spray. One of the best flowers for almost any occasion; this one is perfect in form and color; 19 in. high, 4 blossoms, 3 buds with plenty of foliage.

Doz., **$1.25.** Gross.......**$12.00**

No. 2424. Single Carnations. Same flower as above with 3 leaves, total length 12 in.

Doz., **15c.** Gross..........**$1.50**

Always mention color.

No. 2903A. Green Adiantum. Stem 30 inches long, spreads 11 inches.

Per hundred **$6.75**

No. 2903B. Green, Velvet Finish Adiantum. Per hundred, **$11.00**

No. 2903A—Adiantum

Send now for our new big spring circular—It will be out January 25th

The Schack Artificial Flower Co. (Inc.) **1739-41 Milwaukee Ave.**
CHICAGO

Our New Spring Circular

For years we have had the reputation of bringing out most of the important new decorative ideas each season. For the coming Spring we have an unusually large number of new ideas for window and store decoration. These include a number of new **"Schack Floral Units"** that have never been seen before. Our designer has been busy for the last three months getting up some of the finest window features ever offered the American trimmer. All of these will be illustrated and described in our *new spring circular*, out January 25th. Send for this circular now and it will be mailed as soon as it is off the press.

No. 2714. Snow Ball Festoon (with pendants). An abundance of perfect flowers in assorted sizes, with strong green foilage. One of our most effective spring decoratives. 9 ft. long with pendants.

Each	$ 1.00
Dozen	10.00

No. 2425. Single Snow Balls (with foliage). A perfect flower for spring or white sale. Stem 12 in., flower 5 in. diameter, 2 leaves. White or tinted light green.

Dozen	$0.40
Gross	4.00

No. 2551. Primrose Stalk. A typical spring flower, dainty and pleasing. Can be used with Primrose Spray No. 2779. Flowers graduate in size, shaded in pink from dark to pale. Largest stalk is 5 ft. long.

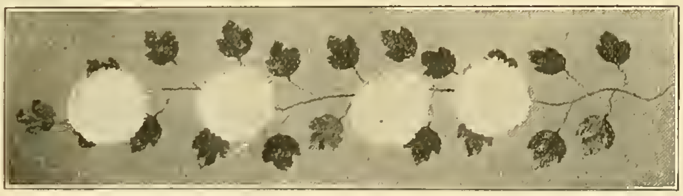
Dozen single stalks	$ 1.40
Gross single stalks	14.00

No. 2779. Primrose Leaf Spray. An extra large and effective foliage to be used with Primrose No. 2551, or with almost any other flower. Rich green leaves.

Dozen single sprigs	$0.60
Gross single sprigs	5.50

Order the flowers for your January and February displays from these pages and save time.

You can't make a mistake for the Schack guarantee stands back of everything we sell.



No. 2406. Snow Ball Vine. No flower is more symbolic of Spring than the Snow-Ball. These are large and showy without being "loud". White or white tinted pale green. Made in yard lengths—4 flowers and 18 leaves to yard.

Per dozen yards	$ 2.00
Per gross yards	21.00

Our special designer will be glad to help you with your display. Tell us how much you want to spend and give us an idea of your windows. We will tell you just how to do the work.

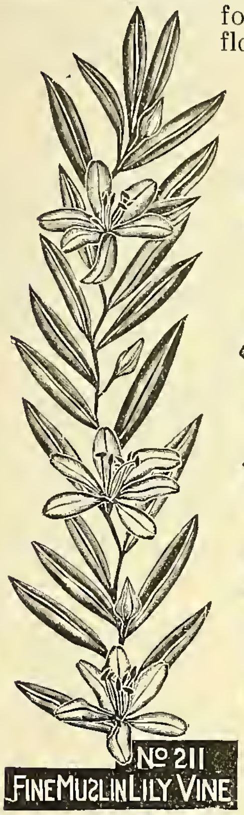
Our 1913 Spring Circular will be out January 25. Send for it now.

It Will Help To Make Your Displays More Attractive

The Schack Artificial Flower Co. (Inc.)
1739-41 Milwaukee Ave.
CHICAGO

Flowers for Spring

EASTER comes on March 23 this year. That is weeks earlier than usual and you will have to plan your displays and order your flowers as soon as possible. If you have not received our **NEW SPRING CATALOG** in colors, send for one at once. It contains many useful suggestions for your spring windows. For years we have supplied the leading window dressers with flowers because our assortment is largest, our goods the best and our prices lowest.



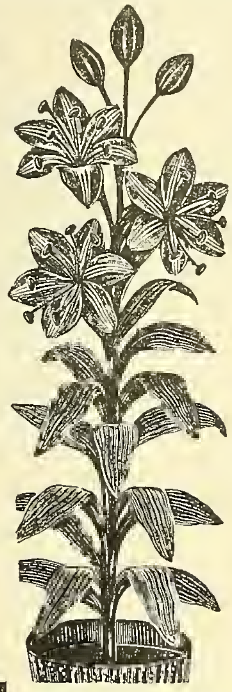
EASTER LILY VINE

Best quality. This is the finest lily vine that can be made, 3 lilies, 12 leaves to yard.
Dozen **$2.00** Gross, **$21.00**

Same as above in cheaper quality
Dozen, **$1.75** Gross, **$18.00**

No. 525½. Short Stem Easter Lily. Best quality.
Dozen, **50c** Gross, **$5.00**

No. 525. Short Stem Easter Lily. Second quality.
Dozen, **40c** Gross, **$3.75**



EASTER LILY PLANT

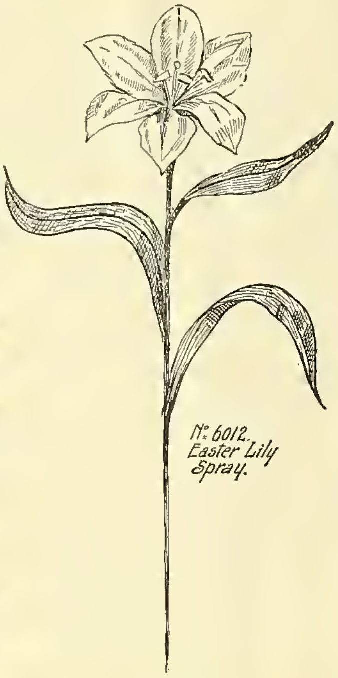
with Papier Mache Pot.

A beautiful decorative for the window or for use on shelving or ledge. 24 in. high. 3 lilies, 3 buds. 12 fine leaves.
Each, **60c** Dozen, **$6.00**

Same without pots.
Each, **50c** Dozen, **$5.00**

Same, **36** in. high, with pots, 5 lilies and 5 buds.
Each, **$1.60** Dozen, **$16.00**

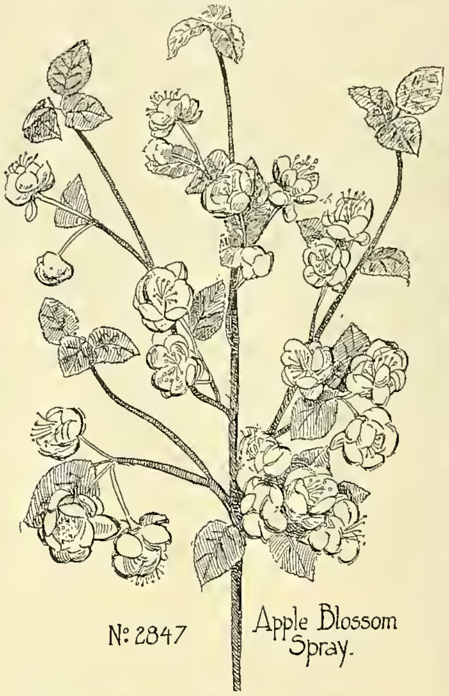
Same, **36** in. high, without pots, 5 lilies and 5 buds.
Each, **$1.50** Dozen, **$15.00**



LARGE SINGLE EASTER LILY

A splendid flower at a small price. 18 in. high with 3 leaves and handsome single blossom.

Dozen............**$ 1.00**
Gross............ **10.00**



APPLE BLOSSOM SPRAY

A fine spring like flower, with dainty foliage, arranged artistically. Makes a beautiful appearance. 30 in. high, 24 blossoms, 18 leaves.

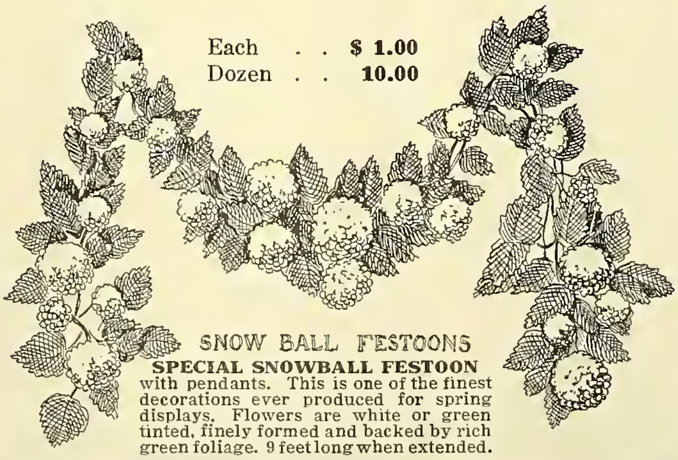
Per doz............... **$6.00**

Snow Balls (Single)

Our snowballs are perfect in every detail. They are sure to please the most critical trimmer. Furnished in pure white or white tinted with green. State color.
Short stems, without foliage, gross . **$2.65**
Long stems, with foliage, gross **$3.00**

Snow Ball Vines

A beautiful spring vine with 4 handsome flowers and 12 leaves to yard.
Dozen . . . . **$ 1.75**
Gross **19.00**



Each . . **$ 1.00**
Dozen . . **10.00**

SNOW BALL FESTOONS

SPECIAL SNOWBALL FESTOON with pendants. This is one of the finest decorations ever produced for spring displays. Flowers are white or green tinted, finely formed and backed by rich green foliage. 9 feet long when extended.

Decorate your windows for your January and February sales. The best stores are doing this and find that it pays!

We can supply you with just what you need for your **White Sale** windows. Order from these pages. We guarantee all our goods to be as good or better than the descriptions.

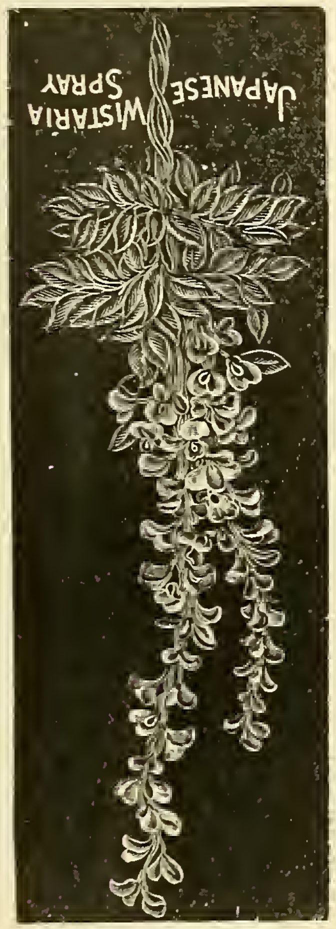
SEND FOR OUR NEW 1913 SPRING CATALOG IN COLORS

The Botanical Decorating Co., (Inc.)

504 S. Fifth Ave.
CHICAGO

Imported or Domestic Flowers

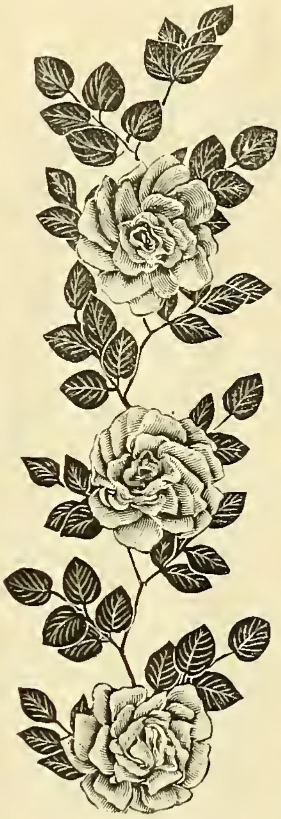
NO matter whether you want the finest imported flowers or the most inexpensive domestic goods, we can give you the best of either kind at the lowest prices. Ours is an "all-round" stock which is the most complete in America, and every article we send out is as perfect as art, skill and good materials can make it. Our new colored spring catalog will convince you that we are the leaders in our field.



JAPANESE WISTERIA SPRAY

This is the handsomest and most natural Wisteria Spray that has ever been produced artificially. The shape and coloring are splendid being specially adapted for spring displays. The flowers are 32 and 27 inches long and the entire length is 48 inches.

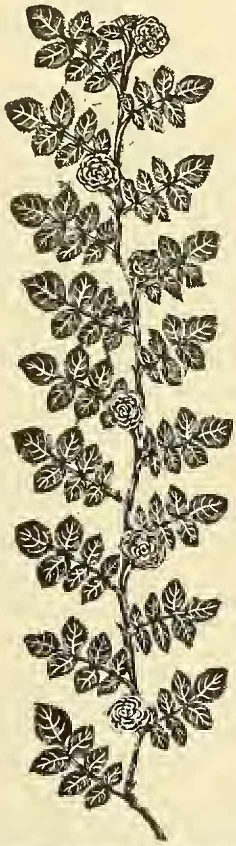
Per Dozen $6.75



LARGE ROSE VINE.

This is an unusually fine rose vine with three magnificent roses and 12 fine leaves to the yard. Red, pink or yellow. State color wanted.

Per Dozen $2.50

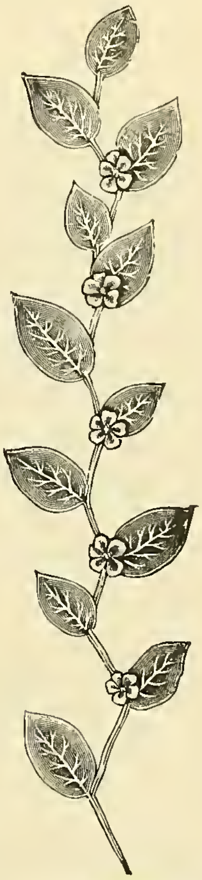


Crimson Rambler Rose Vine

This is one of the most popular roses because it can be used in so many ways and always appears well. Fine foliage.

3 Roses and 12 Leaves to yard, Dozen $2.50. Gross $25.00.

6 Roses and 18 Leaves to yard, Dozen $4.00. Gross $25.00.



APPLE BLOSSOM VINE

Dainty Flowers and fine green leaves. 5 Flowers and 12 Leaves to yard.

Doz. yds. $1.25. Gro. yds. $12.00

WHITE DOVES.

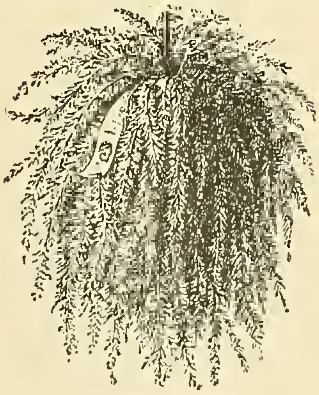
These are selected birds, carefully stuffed and wired so wings may be placed in any position. Very popular for Easter. Used by the best decorators

Each $1.25
Dozen $12.00

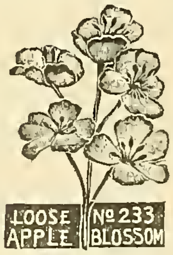
JAPANESE AIR PLANT.

A fine green preserved foliage and very inexpensive. Packed in boxes of 100 plants.

Per Box $4.50.



Japanese Air Plant



LOOSE APPLE BLOSSOMS

Fine for early spring.

Gross 60c.

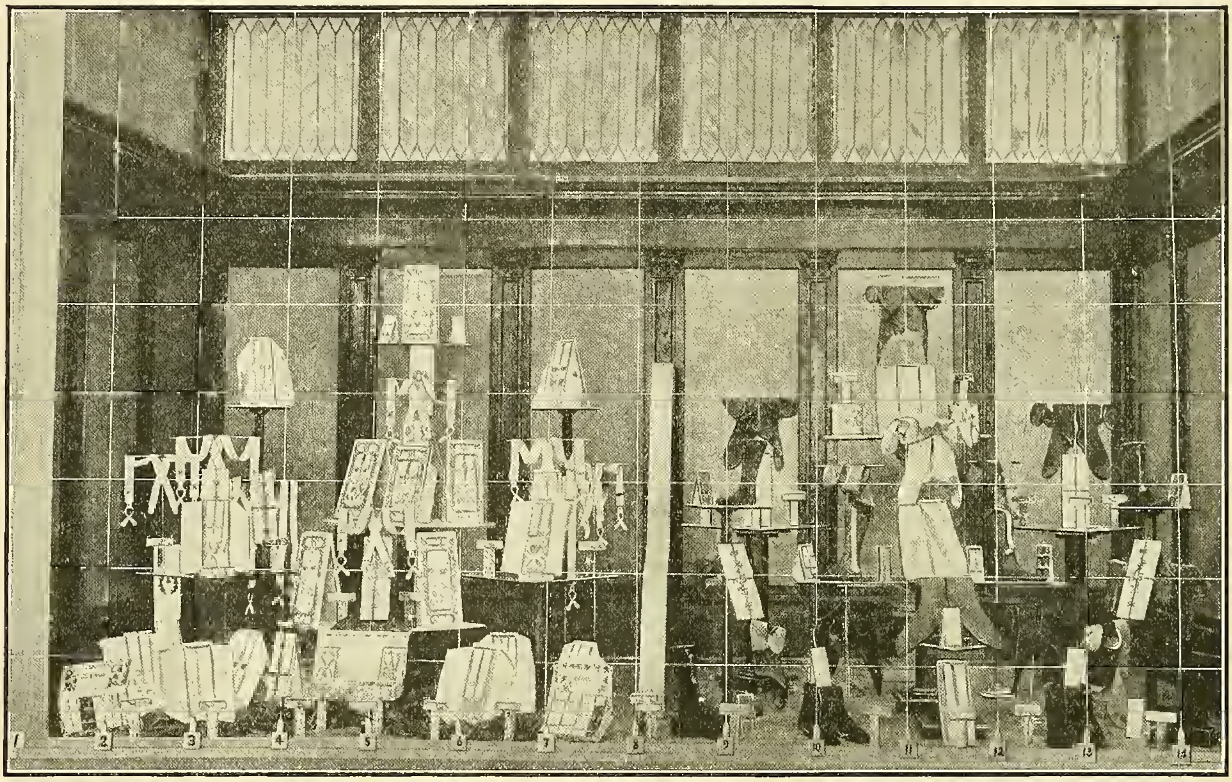
In ten gross lots $5.50

SEND FOR OUR NEW COLORED SPRING CATALOG

The Botanical Decorating Co., Inc., 504 S. Fifth Ave. CHICAGO

The New Window Trimming Course

Prepared by the International Correspondence Schools, of Scranton, Pa., teaches how every line of merchandise can be successfully displayed to attract the attention of the public.



One of the Lines of Merchandise Taught in the Course—other lines are treated in the same practical manner

One of the new features of the Course is the dividing off of displays and units into squares that represent 1 foot. These squares enable the student to tell at a glance the exact spacing, sizes, and heights of fixtures; and with the clear explanation in the text he is quickly enabled to grasp the manner in which drapes, folds, twists, and other details are made This plan of laying out the window in squares has been followed throughout the Course and will prove of great assistance in studying any display.

This New Course in Window Trimming has the indorsement of the best window trimmers in New York and Chicago.

Through study of this Course you will be enabled to become an expert window trimmer, or increase the volume of your own business.

Catalog and full description sent free.

Send the Coupon TODAY

International Correspondence Schools

Box 829, SCRANTON, PA.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession, or gain a knowledge of the subject before which I have marked X.

- Window Trimming
- Show-Card Writing
- Advertising Man
- Bookkeeper
- Stenographer
- Commercial Law
- Civil Service Exams.
- Commercial Illus.
- Good English
- Salesmanship
- Concrete Construct.
- Electrical Engineer
- Power-Station Supt.
- Heavy Elec. Traction
- Telephone Expert
- Mechanical Engineer
- Mechanical Drafts.
- Machine Designer
- Civil Engineer
- Surveyor
- Plumbing & Heating
- Stationary Engineer
- Building Contractor
- Architect
- Architectural Drafts.
- Structural Engineer
- Mining Engineer
- Mine Foreman
- Gas Engineer
- Automobile Running

Name ____________________

St. and No. ____________________

City ____________________ *State* ____________________

Present Occupation ____________________

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 1

JANUARY, 1913

Single Copies
Twenty-Five Cents

FACTORY FIXTURES

MODERN EQUIPMENT FOR A MEN'S WEAR STORE—AN ARTISTIC AND PRACTICAL OUTFIT WHICH CONSERVES SPACE AND PLEASES THE EYE AT A MODERATE COST—DESCRIPTION

(Sixth Article)

EDITOR'S NOTE:—This is the sixth of a series of articles on modern store furniture. These articles will continue through at least twelve issues and will cover the subject as fully as possible from a disinterested point of view. In each article will be illustrated and described the equipment of some good store or the department of a store. These will be selected as being close to the most common measurements, so they will be of practical use to the merchant in planning similar stores or departments. The stores described will include outfits for drygoods, millinery, women's suits, men's wear, etc.

THERE are in this country several hundred manufacturers of furniture, and of these, very few in any, make all kinds of furniture for the home. This was not formerly the case. Not so very many years ago, the larger furniture factories made practically all of the many kinds of furniture that would go in the home—for the parlor, dining room, living room, hall and bedroom. Today, practically every furniture manufacturer concentrates his efforts on a single line. He makes chairs or tables, or dining room furniture, or parlor furniture—but he does not make all of them. He is an exclusive maker, a specialist in one line, whatever that line may be.

The reason for this, of course, is not difficult to understand. It is simply a matter of centralizing one's efforts on a small field rather than scattering them over a big field. And this centralization results in the greatest possible economy of production and distribution. In order to make a number of different lines of furniture, it is necessary to have a corresponding variety of machinery, materials—to say nothing of different classes of workmen, additional space, etc. All of these add to the cost of production. But where the specialist has the greatest advantage is in the fact that he is doing the same thing all the time. He turns out large quantities in a few patterns instead of small quantities in many patterns.

This is all preliminary to the argument that the factory that specializes on store fixtures can build them better and cheaper than anyone else. The best specialists in factory fixtures employ as skilled cabinet makers, as competent finishers, as artistic draftsmen and as practical designers as the finest furniture factory. Furthermore they have equipment that is designed particularly for this work. For instance, nearly all wood working is done by machinery in these days of inventive genius, for the reason that it can be done much more accurately and more economically by machine than by hand. But wood working machines are expensive and unless the manufacturer has a great deal of work of a certain kind, he cannot afford to instal a machine to do it. The average cabinet maker or wood worker has no special machinery for making store fixtures, hence he must turn out his products by the slower and more expensive hand work. As a consequence, he makes a great virtue of "hand work."

As has been suggested before, the retailer not very long ago, looked upon his fixtures as an expense rather than an investment. He bought them wherever he could get them the cheapest with but little regard for their appearance or wearing qualities. In recent years, however, things have changed. Where $500 was expended for fixtures ten years ago, $1,500 is spent today. The modern merchant is appreciating more and more the dollars-and-cents advantage of giving to his store room as handsome and rich an appearance as possible, and he realizes that the right kind of fixtures

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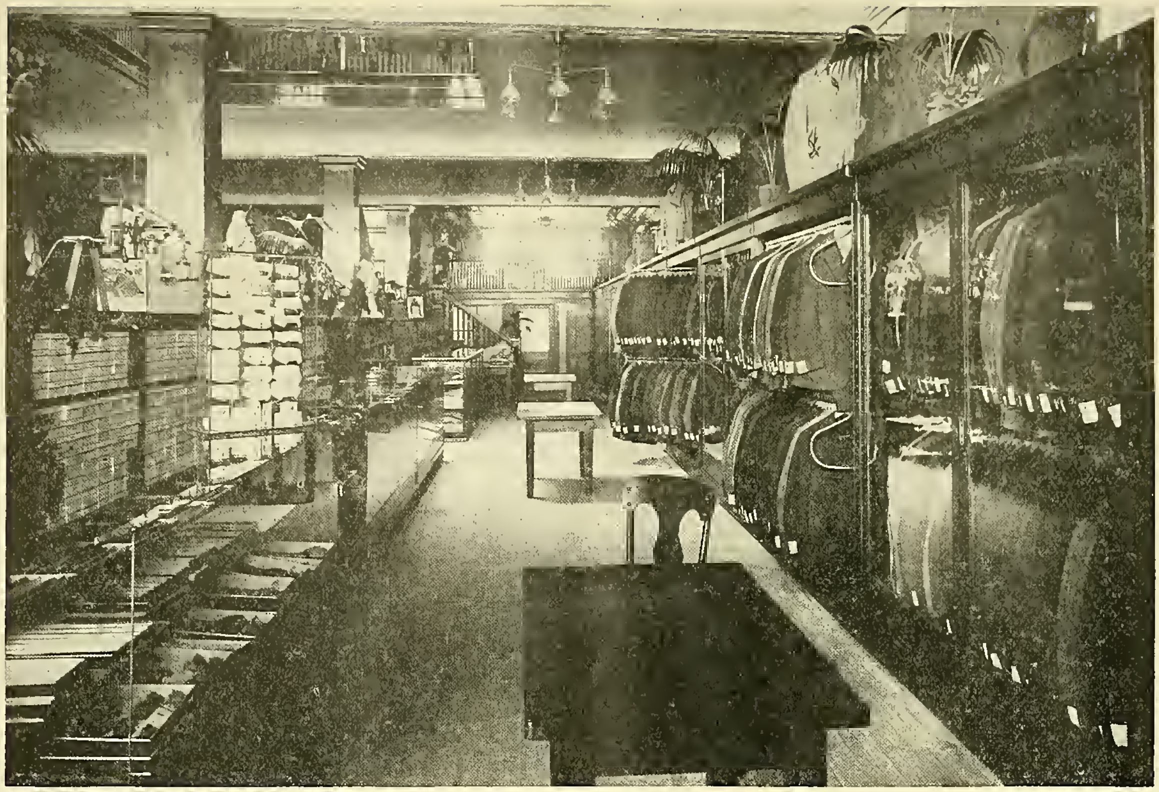
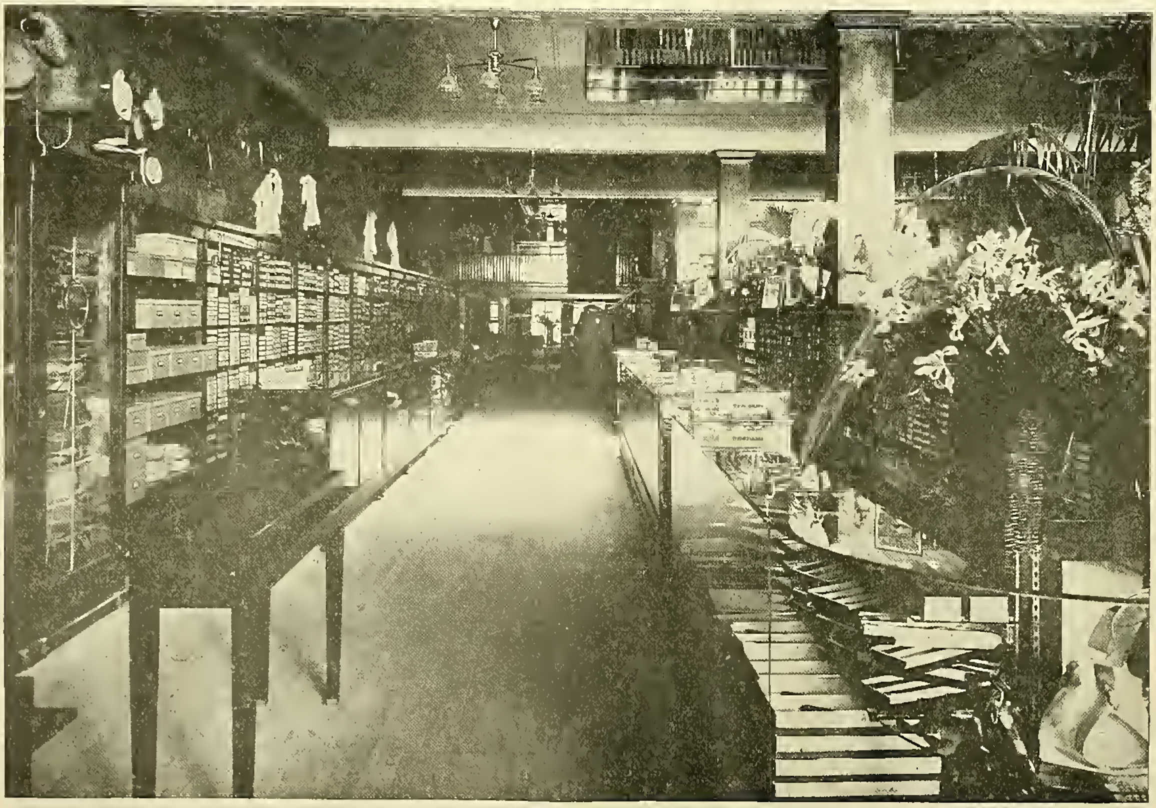


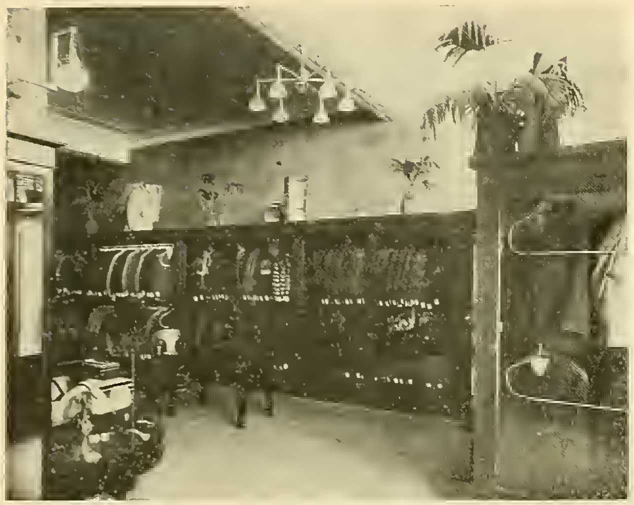
SHOWING THE MEN'S SUIT CABINETS AT THE RIGHT.

add much to the attractiveness of the merchandise. In this connection, it may be stated that it costs no more to have all the fixtures harmonize in one general design, than to have the shelving, cabinets, cornice, show cases, etc., all at variance with each other. Yet how often one enters a store where no two pieces of furniture are suited to each other.

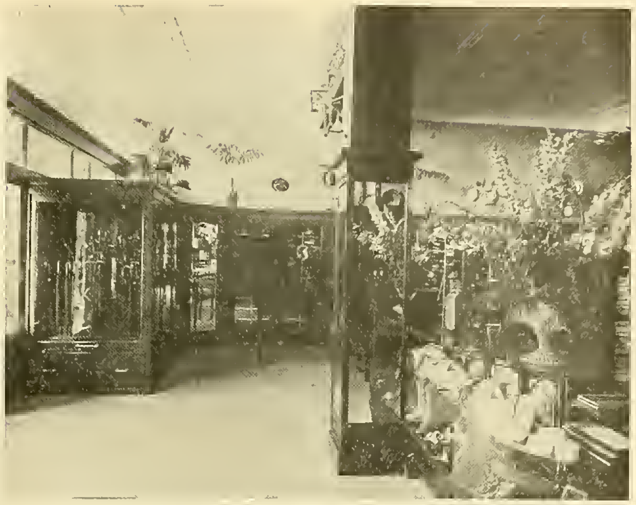
In the accompanying illustrations is shown a store equipment that is harmonious and sightly and which was not expensive. The fixtures throughout are of



A PARTIAL VIEW OF THE FURNISHING DEPARTMENT.



BOYS' CLOTHING DEPARTMENT.



UMBRELLA CABINET AND HAT CASES.

standard factory make. This store is located in a town having a population of about 12,000. The merchant is a firm believer in factory fixtures and had no hesitation about turning the equipment of his store over to one of the big manufacturers. A plan was prepared and the store laid out with the result that it is conceded to be one of the handsomest and most practical stores in the middle west.

This merchant desired to carry about 500 overcoats, approximately 1,000 suits and 90 dozen hats, with a furnishing goods department in proportion to the clothing and hats. The pictures give a very fair idea of the layout. On the right upon entering the store are six double-deck wardrobes for the carrying of clothing, each cabinet having a capacity of from 160 to 180 garments. These cabinets are so designed as to make it possible to reach any garment without the slightest trouble. They have receding doors and take up but a few inches of floor space in addition to the depth of the case. Two rows of garments are presented.

Following the suit cabinets are five of the same style cases for overcoats. The capacity of each is from 80 to 100 overcoats. Across the rear is placed the children's department, the garments being kept in cases with receding doors on somewhat the same principle as the sectional bookcase. These cases have trays that pull out, presenting the contents for easy inspection or access.

To the left, on entering the store, is an umbrella cabinet by the side of the door, which is undoubtedly the best location for umbrellas and canes in any store. This umbrella case is shown in one of the smaller pictures. Following the umbrella case are eight hat cases having a capacity each of 100 stiff hats, not nested. In the front corner is a dressing room with mirror door. This is used as a fitting room and off of it are built compartments where the window dresser keeps his display fixtures. This is a convenient arrangement for the trimmer as his tools and fixtures are always within easy reach of the window.

As this store is about 40 feet in width, there was plenty of room to place the furnishing goods department in the middle and this was done. Double front shelving was used with show cases arranged in horseshoe form about the shelves. With the exception of the front one, the posts down the middle of the room were worked into shelving and in this way there was no loss of valuable space as is frequently the case when clothing is carried in the center of the room in floor cases. The posts were built to match in design the other fixtures and though of very simple construction, are artistic in design and carry out the Colonial effect admirably.

The furnishings in this store, it may be noted in the pictures, are carried in stock boxes on the shelves instead of in the dustproof, glass-covered compartment cases. The latter are possibly more pleasing in appearance, more easy of access and protect the goods better, but occasionally, for some reason or another, the merchant prefers the stock boxes as in this case. However, these pictures show that even when stock boxes are used, the shelving can be so designed as to harmonize perfectly with the rest of the fixtures and present a handsome appearance.

It would require too much space to go into all the little details of the equipment of this store, but that is not necessary. It is enough to say that the outfit is remarkably complete and convenient, and the appearance is exceptionally handsome yet the cost was comparatively little. The average dealer who may not have looked into the factory fixture proposition would be much surprised to look at the remarkable equipment of this store and then to learn that the whole installation cost not to exceed $3,500, yet such was the case. With the exception of the lighting fixtures and the decorating, the entire store was equipped for this sum.

If the merchant will take the fixture manufacturer into his confidence and inform him of approximately the amount of money he wants to spend in his store, plans can always be prepared to come within that figure, and yet the equipment will be harmonious and up-to-date. The fixtures will be such that the local maker of fixtures will not be able to compete if appearance and utility are considered.

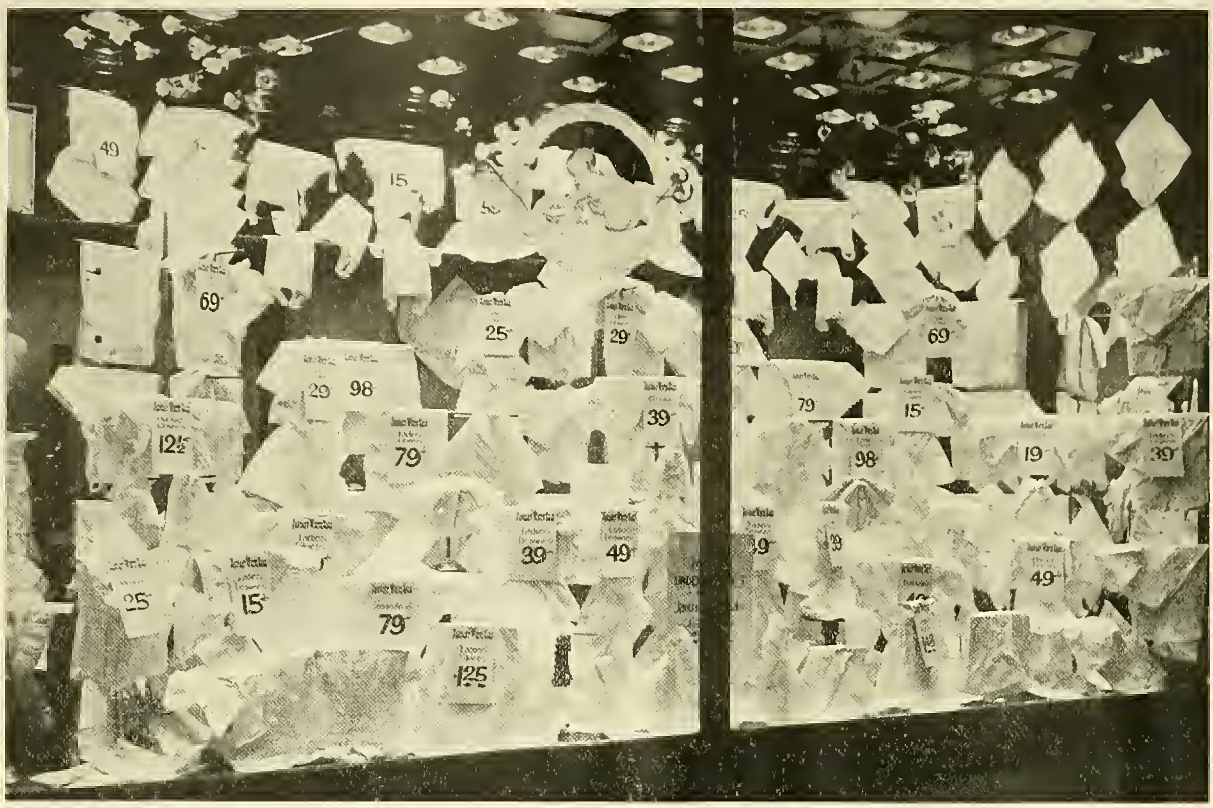


Plate No. 7214. January White Sale Display by Howard E. McKinnon for Shartenberg & Robinson, Pawtucket, R. I.

As the January white sale is intended to move as much merchandise as possible, necessarily the windows must be made more or less stocky when some lines are shown. Here is a good example of the stocky display. Suspended in the middle of the window was a large white circle in which was placed a cut-out picture of an infant reaching for a birthday cake surmounted by a single candle. The circle was relieved by scrolls at the sides and a little cotton. Cotton bolls on branches helped the decorative effect of the display. The show cards were plain white with "January White Sale" printed at the top. Several windows were treated in this manner.

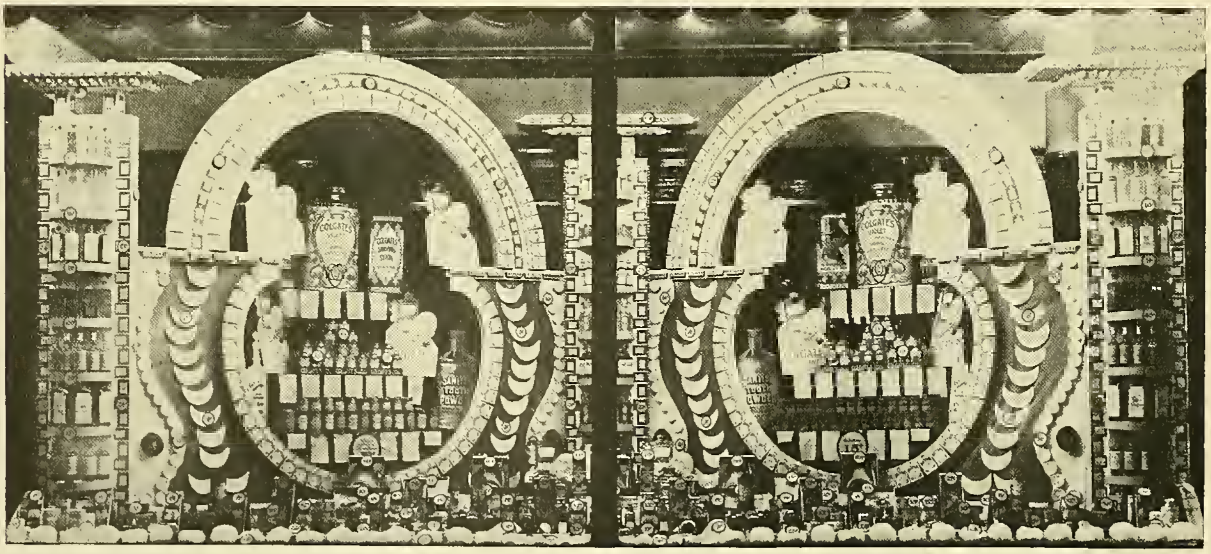


Plate No. 7215. Display of Notions and Sundries by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

In this window were shown notions and a great variety of drug sundries. The framework, which was of unusual design, served as a foundation upon which to attach a variety of packages. At the middle and ends were columns of semi-circular shelves upon which were shown bottles, etc. Pastel shades of yellow and green were used for a color scheme. The remaining details may be seen in the picture.

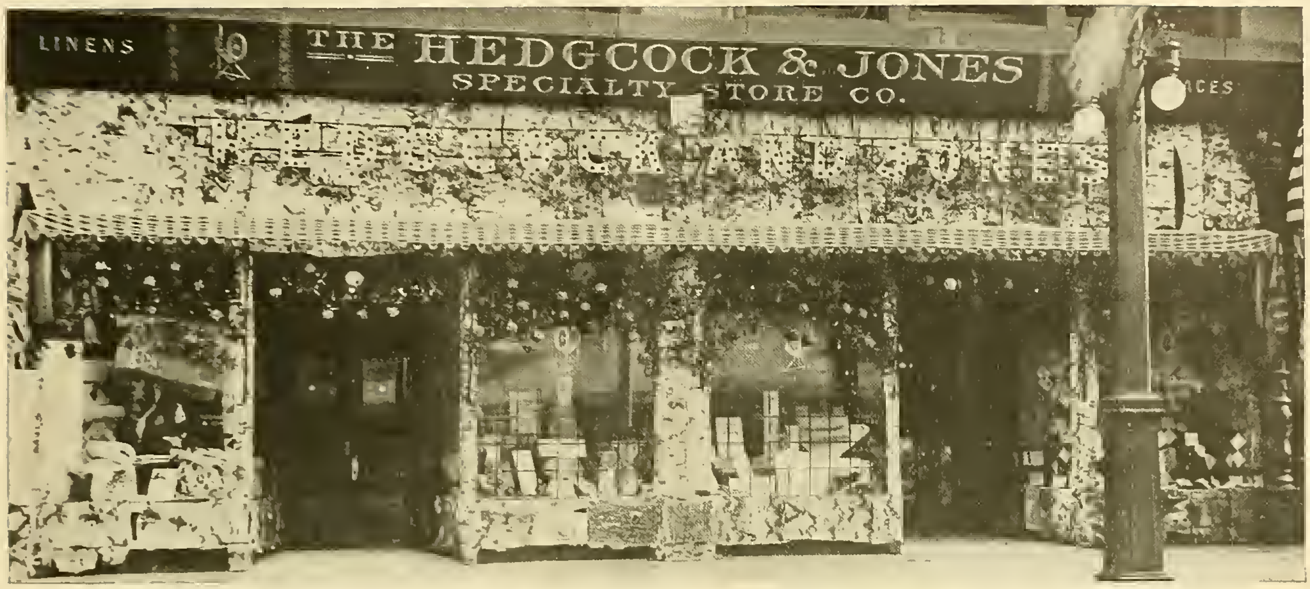


Plate No. 7217. Display of Corsets by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This decorative treatent was arranged for a local celebration called the "Mountain and Plain Festival," but it would answer quite as well for almost any other occasion. With slight variations, it would make a first class outside treatment for the January white sale. The front was handled as follows: First, all of the iron framework of the front was covered with wooden strips which in turn were completely covered with birchbark. The panels of prism glass above the windows and doors were also covered with birchbark, as were the bulk-heads below the windows. In short, the entire structure of the front as high as the bottom of the sign, was covered with birchbark. In front of the prism lights there was placed a big electric sign with the name "HEDGCOCK AND JONES" spelled out in alternate lamps of red and yellow. The leaves of red and yellow chrysanthemums were interspersed among the letters giving the effect of growing out of the birckbark. Electric lamps were also strung along the front over the doorways and windows. This made a decidedly attractive daylight decoration and it was equally attractive, or even more so, at night when the lamps were lighted. Much of the detail is entirely lost in the reproduction.

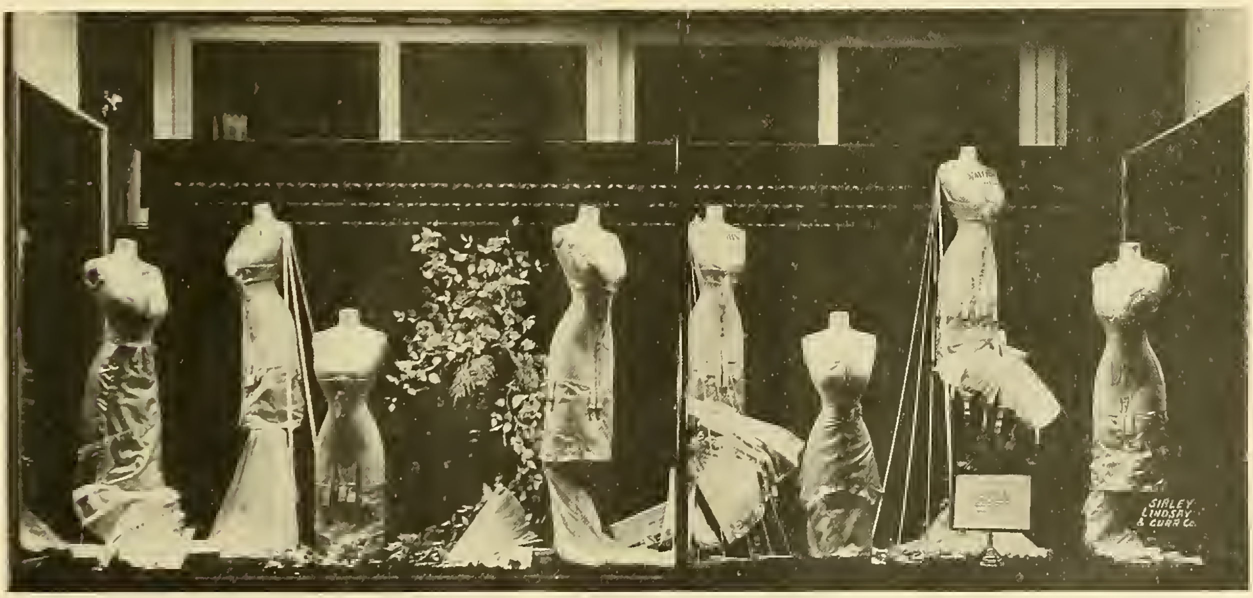


Plate No. 7217. Display of Corsets by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This is an exceptionally well handled display of corsets. The arrangement is well balanced yet is not stiff and formal as such arrangements usually are. On several of the forms, corset strings were run from the shoulder to the floor in straight lines. A number of corset boxes were placed about the window with studied carelessness. This window is far more pleasing to the eye and the corsets showed to far better advantage than if more had been shown. The big vase of flowers gives a finishing touch to the display.

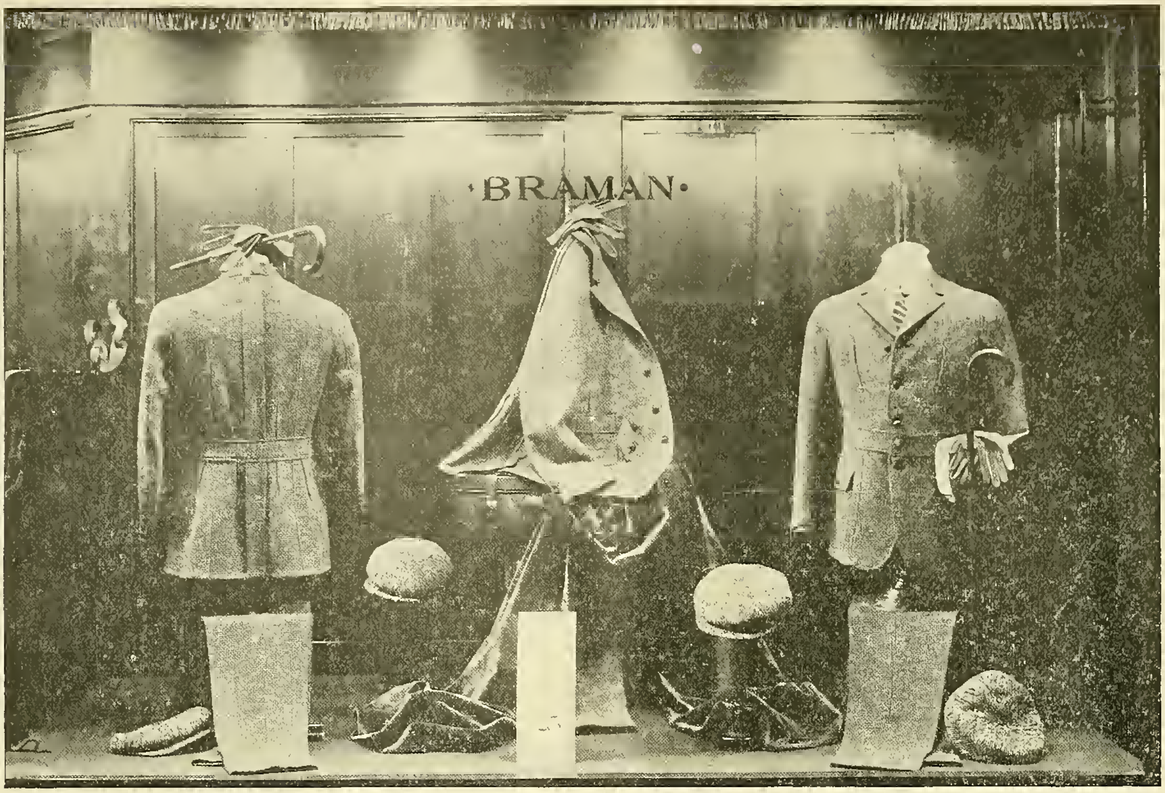


Plate No. 7218. A Clothing Display by Arthur Wm. Merry for Braman Clothing Co., Denver, Colo.

This was a display of grey mixed Norfolk suits and caps to match. Purple plush was used to give color to the setting. Three suits were shown, all of the same style, the purpose being to give a front, side and back view of the coat. This is essential in displaying a garment that has unusual features as this one has. A cow-hide suit case, canes and gloves were added to finish off the window. This is an exceptionally well handled display. It tells the whole story of this suit simply and directly. A display of this kind, in which one style is shown will make a far greater impression than one in which many styles are shown. Most of Mr. Merry's displays are on this order.

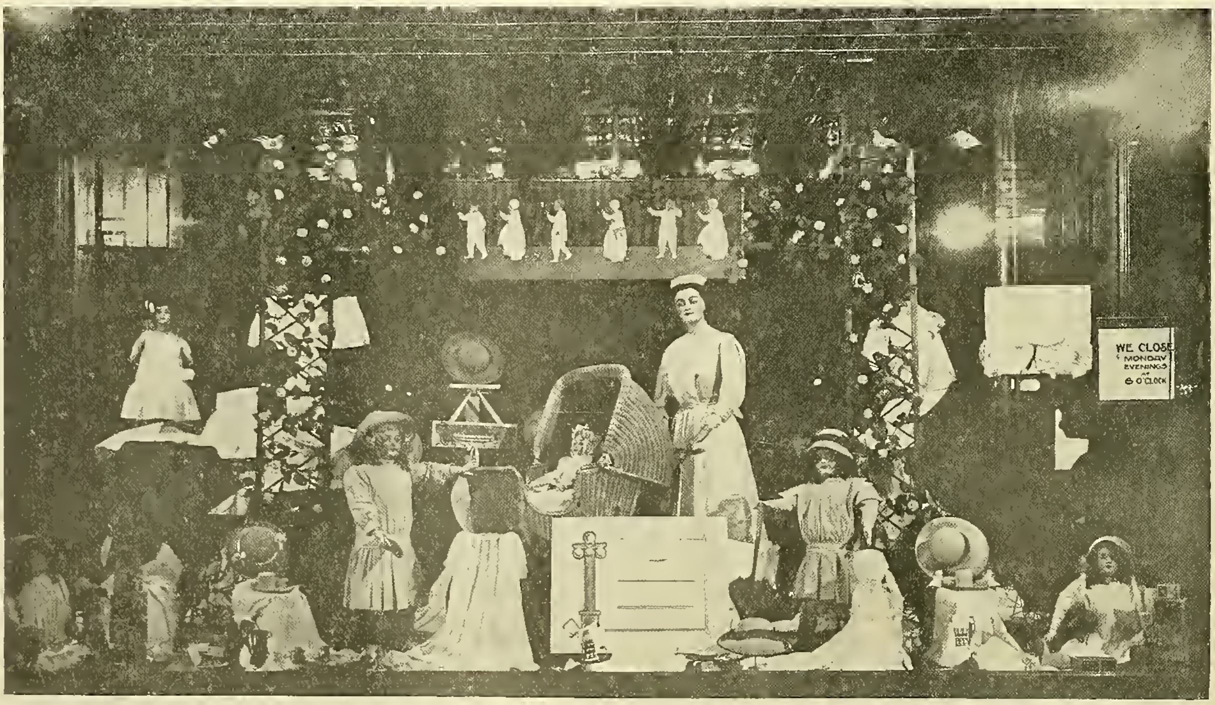


Plate No. 7219. Display of Children's Wear by H. R. Claudius for Foster, Ross & Co., Auburn, N. Y.

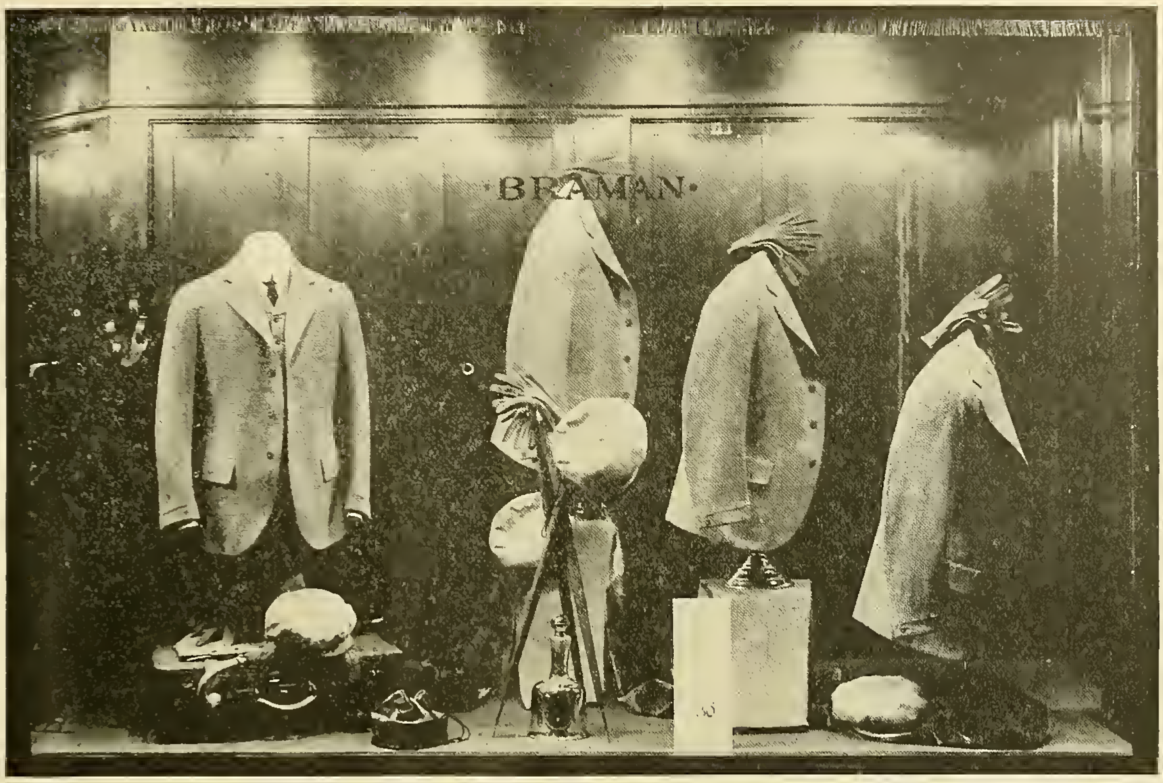


Plate No. 7220. Clothing Display by Arthur Wm. Merry for Braman Clothing Co., Denver, Colo.

This was a display of black and white checked suits and caps. Its chief attractiveness lies in the simple but unusual arrangement of the suits to the right. Each of the coats was placed in the same relative position, but the different heights of the stands struck the eye at once. The other coat was placed to afford a good front view. Purple plush was used in this display to give color to the grey suits. A suit case and various accessories were arranged on the floor. It will be noted that every garment shown in this window has been dressed with the greatest care. That is one of the most important features of clothing display.

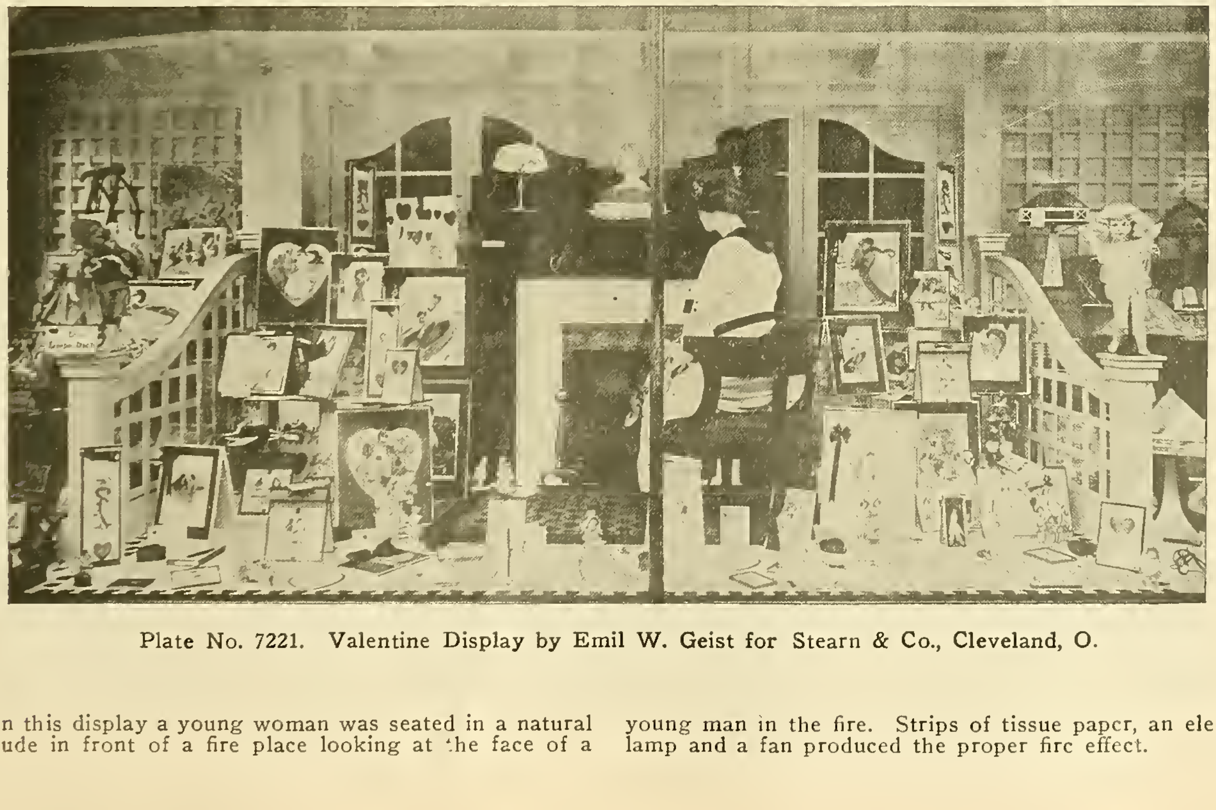
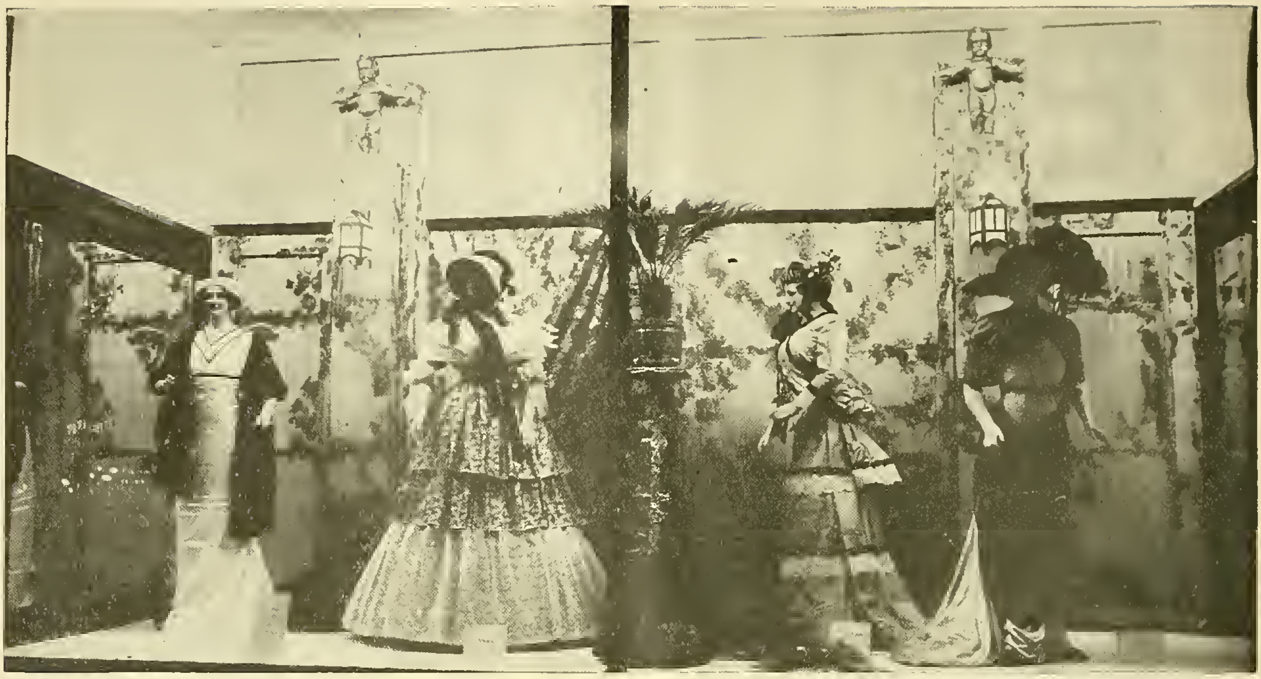


Plate No. 7221. Valentine Display by Emil W. Geist for Stearn & Co., Cleveland, O.

In this display a young woman was seated in a natural attitude in front of a fire place looking at the face of a young man in the fire. Strips of tissue paper, an electric lamp and a fan produced the proper fire effect.



DRAPES SHOWING THE CHANGES OF FASHION, BY CARL L. GREER.

Full Form Drapes

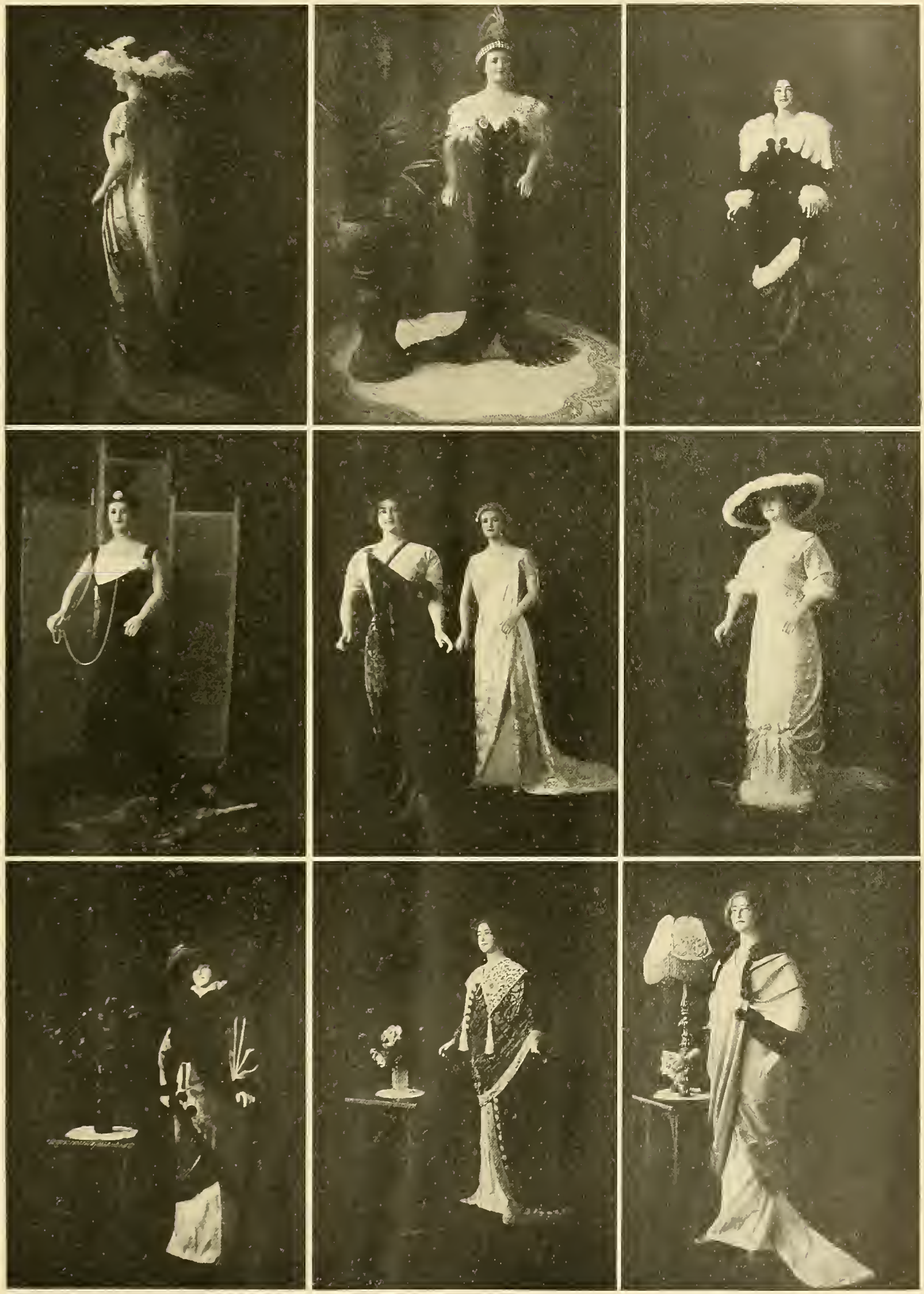
REMARKABLE advances have been made in the art of draping the full form during the past three or four years. This is evidenced by the high class work in this line that is being done by window dressers in all parts of the country. The examples shown on the opposite page show to what perfection this branch of the decorator's work has been carried. This is the work of Carl L. Greer, decorator for Newman's department store in Joplin, Mo. During the past year Mr. Greer has been devoting a good deal of attention to draping, and the proficiency he has attained in this line is illustrated in the accompanying examples of his everyday drapes which will stand a comparison with the work of any of the metropolitan drapers. These drapes are all made without cutting the materials used. It would require more space than is available to describe how all of these drapes were made. Such an explanation, however, will not be necessary, as most of them can be understood readily. Drapes, such as these, are used regularly in the windows of the Newman store, from one to four being shown in the average display.

That drapes of this sort are effective in selling dress materials has been demonstrated beyond a doubt. This applies particularly to the more expensive fabrics. A cleverly handled drape, in which the goods are gracefully arranged and combined with appropriate trimmings, will show the materials in their best light and suggest an attractive combination that might never occur to the possible customer if the same materials were shown in the ordinary way across the counter. In some stores form draping is discouraged on the ground that such handing damages the goods. It is true that delicate fabrics can easily be damaged by clumsy handling, but not trimmer who understands his business will injure the material with which he may be working. Any of the drapes shown here can be executed by a skilled draper without damaging the goods.

In the picture at the top of this page is shown a novel display that was executed recently by Mr. Greer. There were four drapes designed to show the evolution of feminine fashions during the past one hundred years. In the left was a figure draped in the fashion of 1812; next was the fashionable woman of 1840, with her wide hoop skirts and poke bonnet; next came the style of 1872, after which was shown the mode of today. Each of these drapes was made with historical accuracy and all of the accessories were carried out in the same way. This window attracted much attention and caused many persons to make special trips to view the unusual display. The older people who could remember some of the bygone fashions were particularly interested.

* *

ONE sale should always suggest another to the first-class salesman. When the customer is through with his purchase, there is an interval of waiting for change that can be used to good advantage. At this time the average salesman will ask, "Is that all?" or "Can I show you anything else?" It would be much better if he said, "We have some mighty fine shirts that were just received today. They are the best shirts I have seen in a long while for a dollar and a half. Let me show you some of them while you are waiting for your change." Nine men out of ten will look at the shirts if appealed to in that way. Try it.



DRAPES BY CARL L. GREER FOR NEWMAN'S, JOPLIN, MO.

The Principles of Men's Wear Display

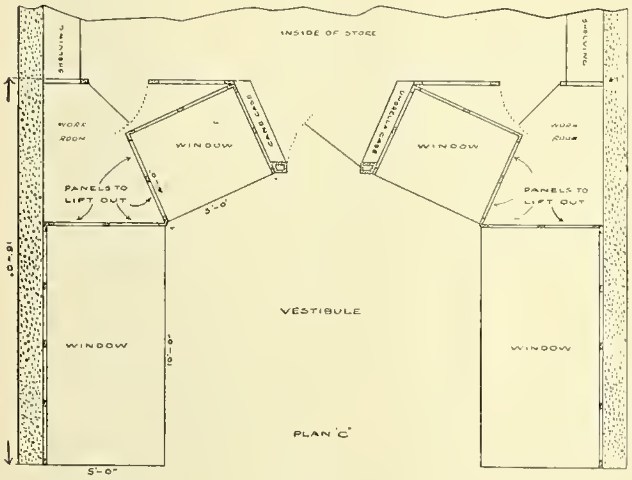
By Harry C. Davis

This is fourth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

THESE lay-outs are drawn for a 25-foot front; allowing one foot for each of the side walls of the building. But, with one or two exceptions, all are suitable for a still narrower front, and again, for one a few feet wider. Conditions in different places may require some deviation from the dimensions given in these lay-outs, but the general scheme or form of any of them can be followed under and adapted to such conditions as are to be found in the average building front.

PLAN "C"

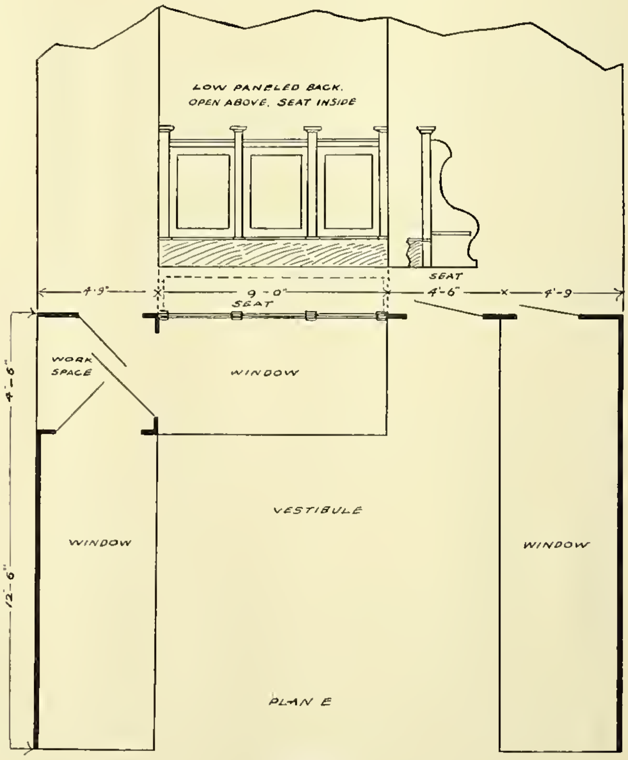
To use plan "C" will require giving up a space 16 feet deep in the front of the store, for display purposes, and for the sake of making the front appear larger than it really is. Here we have a large, roomy vestibule flanked on either side by a display window 10 feet long, 5 feet deep. At the inner end of the vestibule are two windows, each 4 by 5 feet, set at such an angle as to attract passing eyes and enable them to "catch" the effect of displays therein at a glance. One, or even two dividers can be used to good advantage in the larger windows, making it possible to display several lines of goods, and bringing them all into plain view of passers-by. Back of the windows are roomy work spaces through which access to the windows is provided for. A novel little feature in this lay-out is the cane and umbrella cases, just inside the door. A good place for them! They are out of the way; help trim the front of the store, and at the same time enable showing these usually slow-selling articles to good advantage all the time. Big possibilities in this little front, both decorative and selling. By using dividers in the larger windows, forming 8 separate display spaces in the front; putting a unit trim in each space, and then a large garden urn filled with flowers in the center of the vestibule would make 'em "look"; and little else in a decorative way need be done for a spring opening.



PLAN C.

PLAN "E"

Here is a rather novel lay-out that will make an attractive front and make possible displaying many lines of merchandise to very good advantage. This way of dividing the space gained by building into the store room to a depth of 17 feet creates 38 and one-half running feet of display space. As can be seen there are three large windows, in all of which dividers can be used to good advantage. The low background in the end windows forms the back of a seat on the

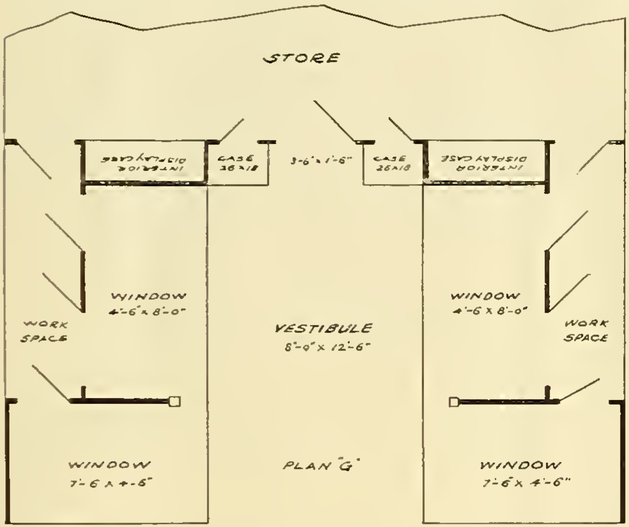


PLAN E.

inner or store side; and if the details of this scheme be properly handled it can be made a very attractive as well as practicable feature. In some places it may be found advisable to enclose the space shown as open above the paneling. In such a case, one light of plate glass set in a frame of narrow moulding would be about the right thing. If the space above be left open, and small posts used between the panels, as shown here, small lamps of art glass on the posts would add a pretty decorative touch.

PLAN "G"

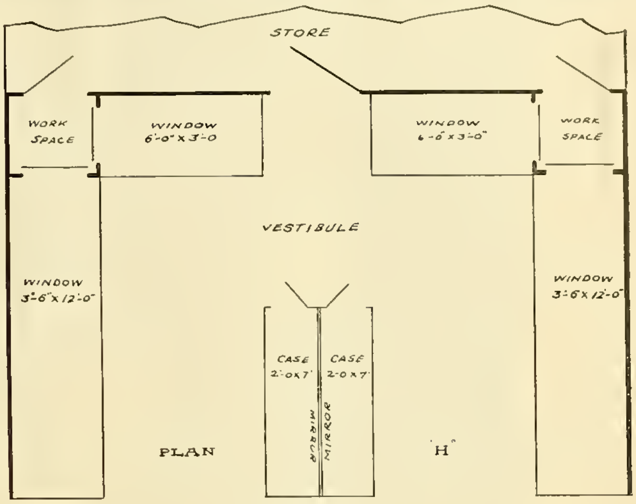
For this plan we will need approximately 14 feet 3 inches of space in the front of the store to get 31 running feet of display windows 4 ft 6 inches deep; and two "specialty" display cases, each 26 by 18 inches. This plan also gives us two larger interior display cases well located for showing "leaders" or specials; or for showing such things as are usually carried in men's stores but seldom given a "fair show." Part of the background in the two front windows should be built low—no higher than trims are to be built. This will afford a back to "trim against" yet not obstruct the view into the other windows nor render them unduly dark. A portable divider here might be found preferable to a stationary partition. The part referred to will be readily found in looking at the plan.


STORE
INTERIOR DISPLAY CASE
CASE 26×18
3-6"×1'-6"
CASE 26×18
INTERIOR DISPLAY CASE
WINDOW 4'-6"×8'-0"
WORK SPACE
VESTIBULE 8'-0"×12'-6"
WINDOW 4'-6×8'-0"
WORK SPACE
WINDOW 7'-6×4'-6"
PLAN "G"
WINDOW 7'-6"×4'-6"

PLAN G.

PLAN "H"

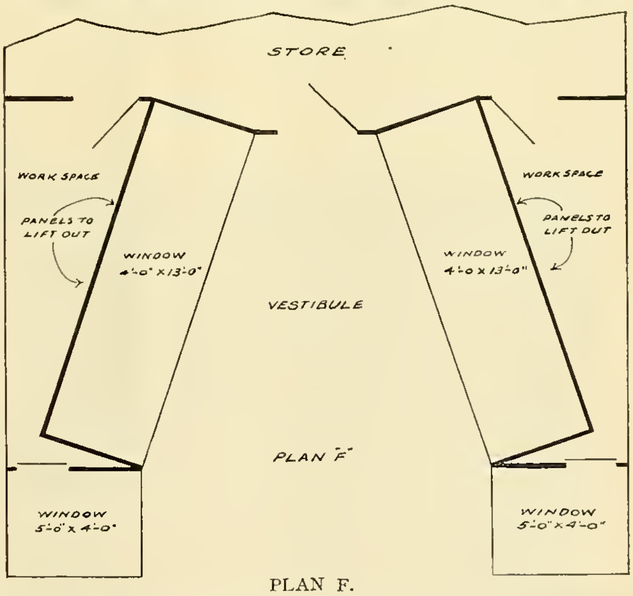
This plan is probably more suitable for a shoe, hat, or furnishing goods store than for a general men's wear store. There is a 36-foot stretch of windows obtained by taking up only about 15 feet of space in the front of a store; but the windows are hardly deep enough for displaying clothing as the average merchant likes it displayed. Two of the windows are 3 feet deep, the other two 3 feet 6 inches deep, and they would make excellent windows for shoe, hat or furnishing goods displays. In addition to the windows in this plan we find a large case, divided into two by placing plate mirrors back to back through the center—making a 2 by 7-foot display space on either side. As a rule cases are objectionable in a vestibule. But this lay-out was designed to accommodate a case and, thereby, create as much display space as possible for small articles, without obstructing too much of the windows, nor making the vestibule appear small or "filled up."


STORE
WORK SPACE
WINDOW 6'-0"×3'-0
WINDOW 6'-6"×3'-0"
WORK SPACE
VESTIBULE
WINDOW 3'-6"×12'-0"
WINDOW 3'-6×12'-0"
CASE 2'-0×7'
CASE 2-0×7'
MIRROR
MIRROR
PLAN "H"

PLAN H.

PLAN "F"

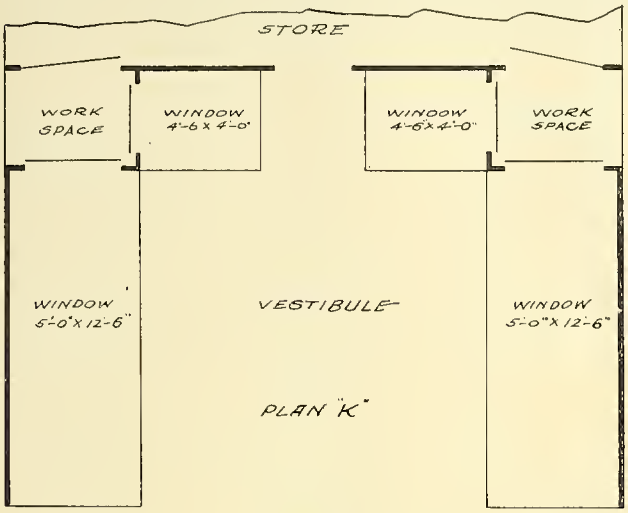
This lay-out gives us 36 running feet of display windows; a good large vestibule and two work rooms of generous proportions. Must take 18 feet off the store room to use this plan, but it will never be missed nor its utilization for such a purpose regretted if neat, sensible backgrounds are put in and the windows properly divided into sections in which attractive unit trims are ever appealing to passing eyes. Decks or shelves can be used in these, as in all the other windows shown in these different plans. There is little, perhaps nothing of a decorative nature about them, and because of this they do not find favor everywhere. Nevertheless they sell goods.


STORE
WORK SPACE
PANELS TO LIFT OUT
WINDOW 4'-0"×13'-0"
VESTIBULE
WINDOW 4'-0×13'-0"
WORK SPACE
PANELS TO LIFT OUT
PLAN "F"
WINDOW 5'-0"×4'-0"
WINDOW 5'-0"×4'-0"

PLAN F.

PLAN "K"

Plan "K" requires going back into the store room approximately 16 and one-half feet; and as can be seen, represents a lay-out in which there is a large vestibule with a display window measuring 5 feet by 12 and one-half feet on either side; and two windows, each 4 and one-half by 4 feet, at the inner end. This plan gives us 34 running feet of good display space, and a work space measuring approximately 4 by 5 feet back of the windows. Using 2 dividers in each of the large windows will form, altogether, 8 sections of good proportion to trim effectively. This means that 8 lines of goods can be effectively displayed at one time; double that number if decks or shelves are used. Compare this lay-out with the average two-window narrow front, and you will no doubt see the advantages of such an arrangement.



PLAN K.

* *

ON ACCOUNT of the long time allowed customers in which to pay, the installment houses get much furniture business that would otherwise go to the department stores handling this line. Those who buy from the installment houses often realize that they are paying an advanced price, but they have to have the goods and their resources will not permit them to pay at once. To meet this condition, some of the larger department stores have a special system of credits covering the furniture department. Instead of requiring payments in the usual thirty days, customers are allowed more time according to the amount and character of their purchases. This arrangement has proved highly satisfactory both to the customers and to the store.

* *

EVERY merchant should have sufficient philosophy in his make-up to realize the folly of losing his temper in any transaction with a customer. It is sometimes exceedingly hard to keep cool with an exasperating customer but it is money in the merchant's pocket to do so.

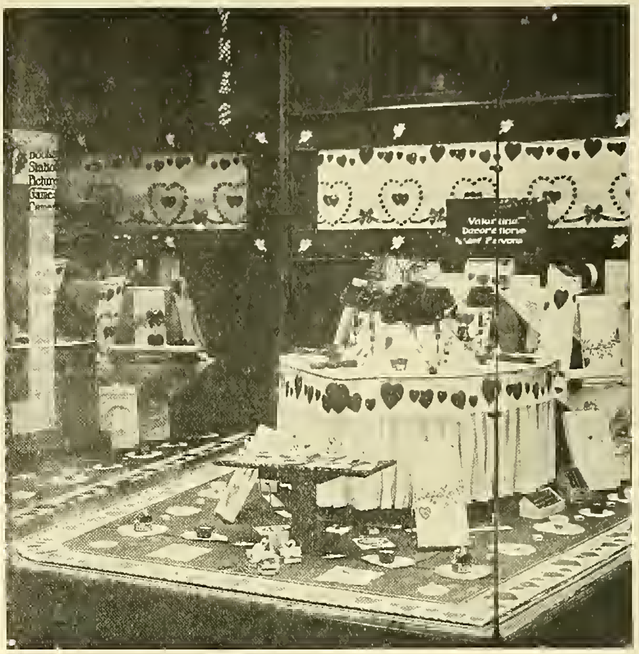


Plate No. 7222. A Valentine Display by Louis H. Deschamps for Johnson's Book Store, Springfield, Mass.

This is an attractive little display of decorations and favors for Valentine parties. The only colors used in the window were red and white. The floor and background were covered with crepe paper. Ropes twisted from crepe paper were used for borders. The table top was cut out of boards in the shape of a heart. Everything used on the table was made of crepe paper and cardboard. The candle sticks were the only exception.

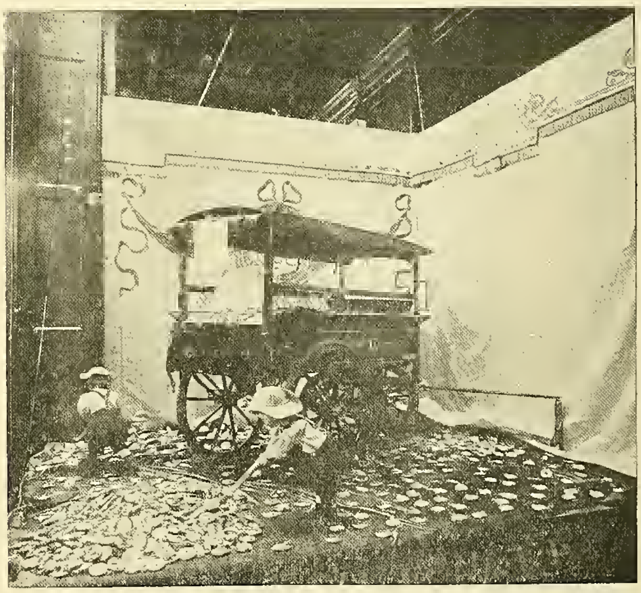


Plate No. 7223. Unique Display of Watches by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

Here is an unusual display put in to advertise a sale of watches. The floor was covered with plush and a small delivery wagon was placed near the back. Then the floor was covered with piles of watches and two small figures dressed as teamsters were posed as shoveling the watches into the wagon which was nearly filled. It is a simple display but one that would be sure to catch the eye of anyone passing the window.

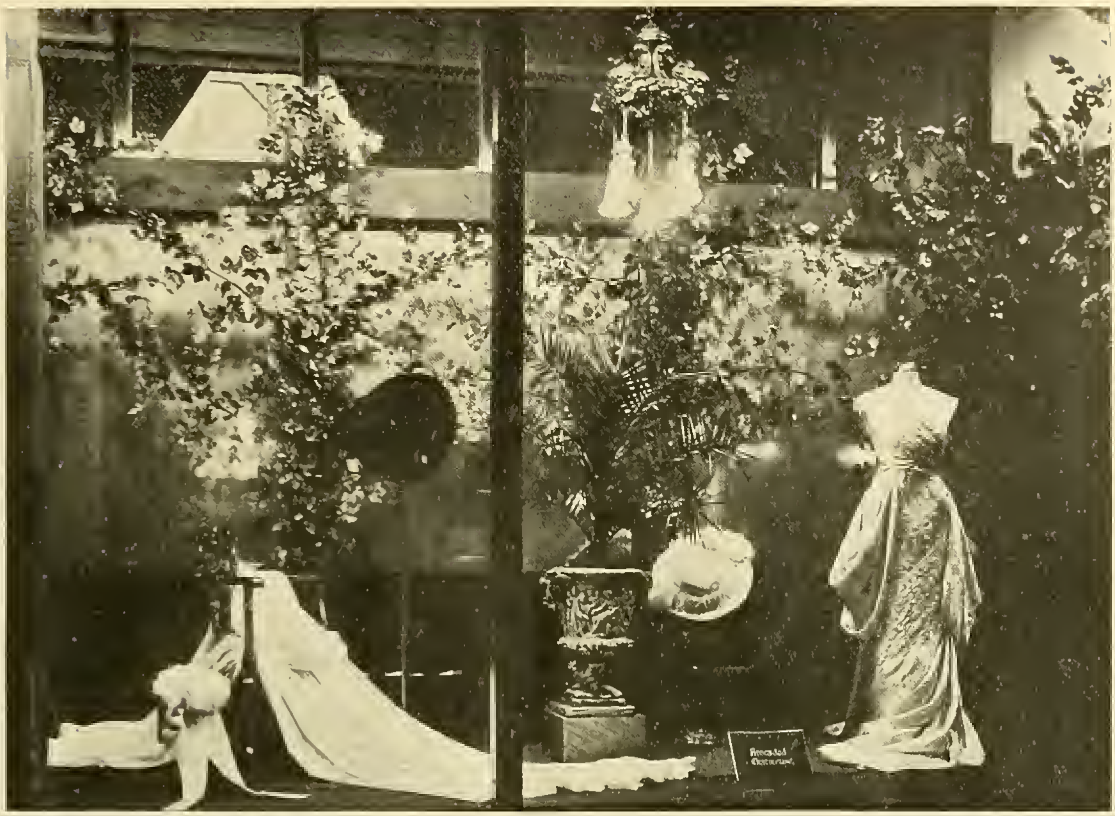


Plate No. 7224. An Opening Display by R. J. Fuelleman for the Gerretson Co., Milwaukee, Wis.

The background was made of 6x6-inch frames covered with brown velvet. In these frames was hung a curtain of chiffon with a wide border of brown velvet at the bottom. The floor was covered with brown felt. At the right was a full form draped with charmeuse silk, and on the opposite side was another piece of silk thrown across a gilt chair. The vase was of composition in old ivory tones. The electrolier at the top was in the same color effect. The foliage was in tan, green and brown. This made a highly effective window.

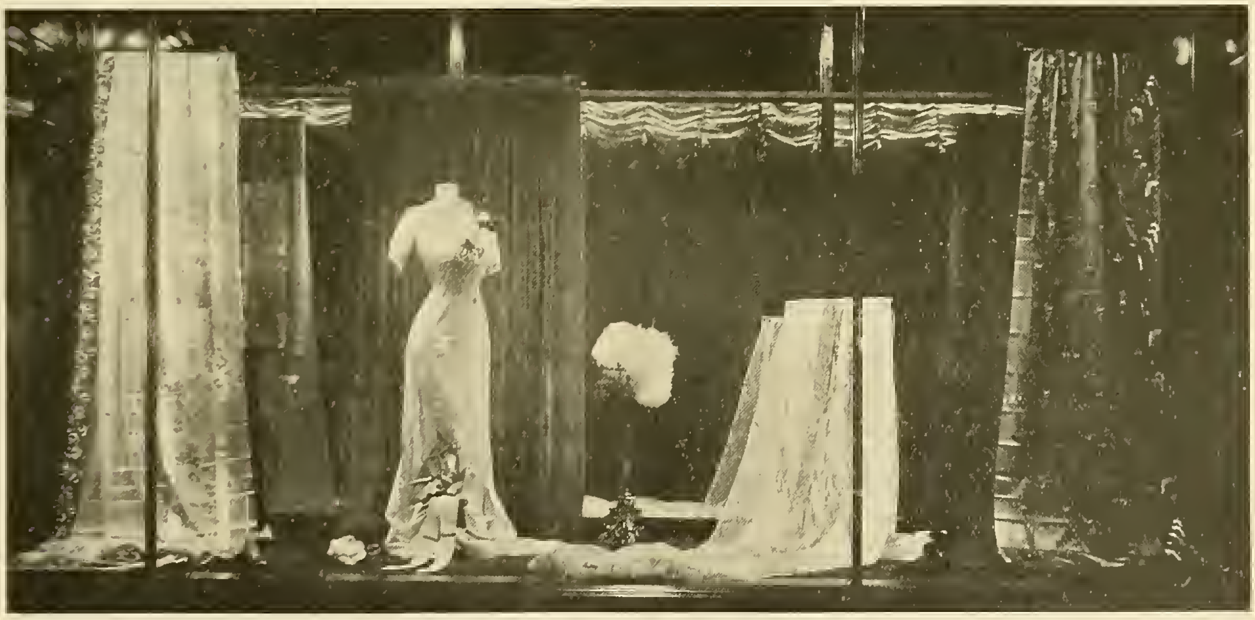


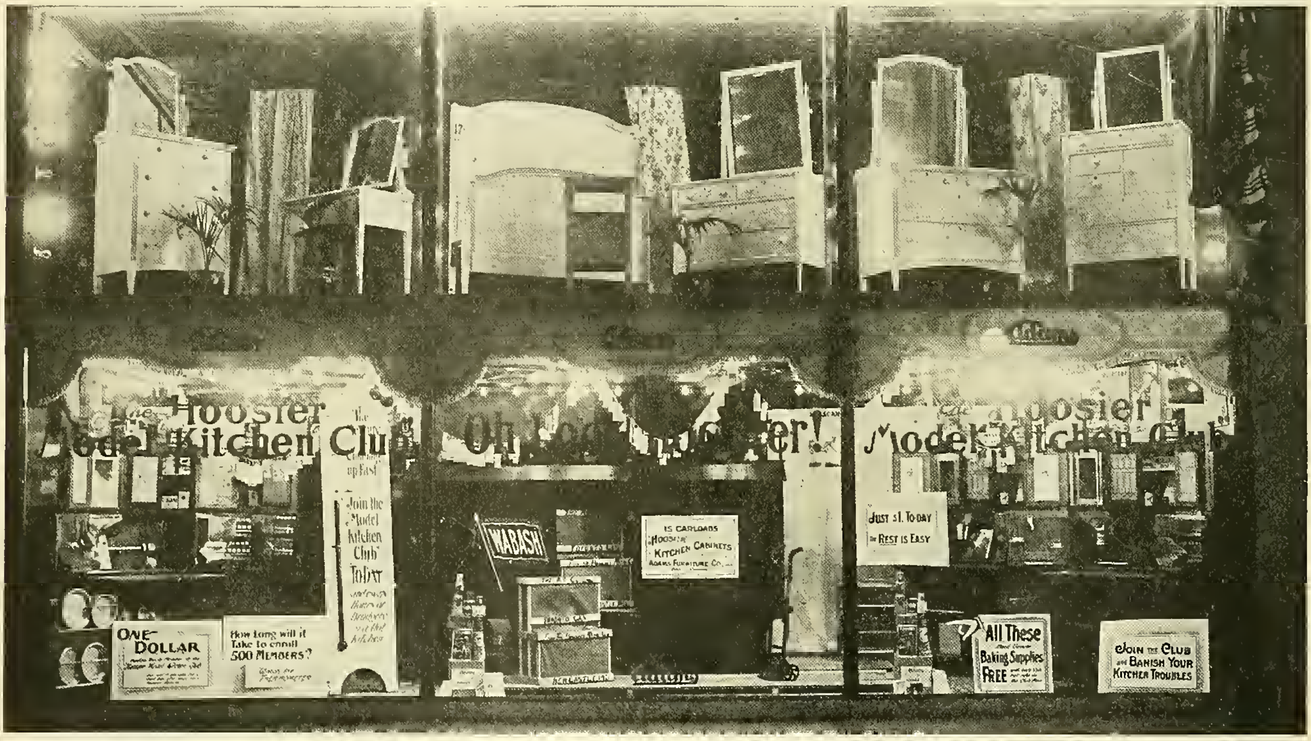
Plate No. 7225. Display of Chiffons and Nets by Alfred Baer for J. Goldsmith & Sons Co., Memphis, Tenn.

The drape at the left was lavender chiffon over old gold messaline. The figure was draped with a beaded tunic over an under drape of shell pink. Back of the form was a light blue velour curtain. The low drape was white and gold figured chiffon over light blue. The drape on the extreme right was black beaded net over deep cerise. All of the accessories harmonized with the drapes. This made an unusually harmonious and sightly display.

EFFICIENT WINDOW ADVERTISING

HOW A CANADIAN STORE SOLD FIVE HUNDRED KITCHEN CABINETS IN FIVE WEEKS BY MEANS OF A CLEVER WINDOW DISPLAY—SCHEME COULD BE USED FOR OTHER LINES

EASY PAYMENTS have a strong attraction for many people. This fact is recognized and taken advantage of in many lines, and many stores that are in no sense "Installment Houses," sell certain goods on the deferred payment plan. The goods sold in this way are practically all of a class that may be termed semi-luxuries. They are articles such as phonographs, pianos, kitchen cabinets, sewing machines, etc. While there is a place for all of these in every household, there are so many other things to buy that are actual necessities, that some special inducement is required to induce purchases by a large part of the public which has the commendable habit of counting pennies. Hence the "Piano Club," or the "Sewing Machine Club," or whatever kind of a "club" it may happen to be.


Hoosier
Model Kitchen Club
Join the Model Kitchen Club To-Day
WABASH
15 CARLOADS HOOSIER KITCHEN CABINETS ADAMS FURNITURE CO.
JUST $1. TO-DAY THE REST IS EASY
ONE DOLLAR
How Long will it Take to enroll 500 MEMBERS?
All These Baking Supplies FREE
JOIN THE CLUB AND BANISH YOUR KITCHEN TROUBLES

KITCHEN-CABINET-CLUB DISPLAY BY BASIL HARTNETT FOR THE ADAMS COMPANY, TORONTO.

Many of the big department stores have used the "club" idea to sell the kind of goods mentioned. The club scheme is not at all complicated. It is simply a matter of selling a certain article on the monthly payment plan instead of selling for cash or on credit. There is a formal agreement to be signed by the purchaser for the protection of the dealer and in most cases the title to the piano, or whatever it may be, rests with the merchant until the payments have been completed. Generally the club is limited to a specified number of members and, after this number has been enrolled, another club is launched. While the club plan appeals to people of limited means who might not be able to buy the article outright, it also appeals to many others with whom money is not so much of an object. They see in the club a chance to buy something they want, and to pay for it in such a way that the money will not be missed.

The club is generally advertised in the newspapers in the usual way and by means of special booklets and other literature explanatory of the scheme, how payments are to be made, etc. While this kind of advertising serves its purpose in a way, its selling force can be greatly augmented by live window displays. This was evidenced by the Adams Furniture Company of Toronto.

The Adams Company has a very ingenious and efficient window dressing department, in charge of Basil Hartnett and, principally through this department, five hundred high class kitchen cabinets were sold on the easy payment plan in five weeks. In a city the size of Toronto, that is going some. Fifteen carloads of cabinets were contracted for and an elaborate advertising campaign was planned out including the use of newspapers and the show windows. Through this plan it was hoped that the five hundred cabinets might be sold in eight weeks. At the end of the fifth week, however, the last cabinet had been sold.

The photographs will give some idea as to the way the window display looked and the crowds it drew. In arranging for the display, Mr. Hartnett provided a lot of window cards explaining some of the points as to the club, but the first essential he had to consider was how to compel the attetion of everyone who passed the store. Motion of some sort in the window would be necessary to accomplish this, he decided, and what would be more attractive than two small boys? So for a central figure he built a small freight car, complete in all its details. This was painted in the right colors and with the proper inscriptions. Then he built a lot of small dummy crates such as the kitchen cabinets are shipped in, and of a small size, to correspond with the freight car. The crates were all marked with the shipping directions, etc.

Then two small boys, seven years of age, were dressed to represent freight handlers. They were fitted out with overalls, caps, etc., and were furnished with a hand truck suitable to their rather diminutive proportions. The boys brought their truck around in front of the car; unloaded the crates and trucked them back out of sight behind the car, keeping up this performance at intervals throughout the day. This served to stop the passing crowds most effectively.

As a special inducement an assortment of baking goods was given to each person who enrolled in the club and this assortment was shown alluringly in two groups close to the front of the window, a large sign calling attention to them. Two of the kitchen cabinets were shown at either end of the window and these cabinets were also fitted out with the baking supplies that were given away. One of the features of the display was an immense thermometer placed prominently and marked with a scale from 1 to 500 to show the progress of enrollments in the club. The gigantic "mercury tube" was filled with red fluid which rose as the membership grew in numbers. On the face of the thermometer was the following: "The Mercury is Climbing Fast—Join the Model Kitchen Club Today and Escape Hours of Drudgery in a Hot Kitchen." Beside it was a card which read: "How Long Will it Take to Enroll 500 Members? Watch the Thermometer." It is surprising what a lot of people stopped to examine the big thermometer. Another feature of the display was the long string of "Sold" tags which stretched along the upper part of the window. The tags were kept in constant motion by an electric fan.

This is an excellent example of real window advertising. It was a live display that no one could pass without noticing and once the attention was secured, it told its story forcibly and directly. It was altogether very convincing and impressed the spectator with the idea that here something very much out of the ordinary was going on. The trimmer who has the idea that art is the only real essential in window dressing should study this display, and consider that it sold five hundred high priced kitchen cabinets in five weeks, after which he must admit that the IDEA is an important factor in any display.

Adams
Adams
Adams
Hoosier
Kitchen Club

SHOWING THE INTEREST THE PUBLIC TOOK IN THIS DISPLAY.

⁂

THE Chamber of Commerce of Gadsden, Ala., will in the near future spend several thousand dollars in advertising that city, with the purpose of adding to the population and industries of the place. Illustrated booklets and other literature will be sent out.

⁂

IF THE store is a big one, taking in several floors, it is a good plan to give in the advertisements the locations where the various advertised articles may be found. This is a little help to the shopper.

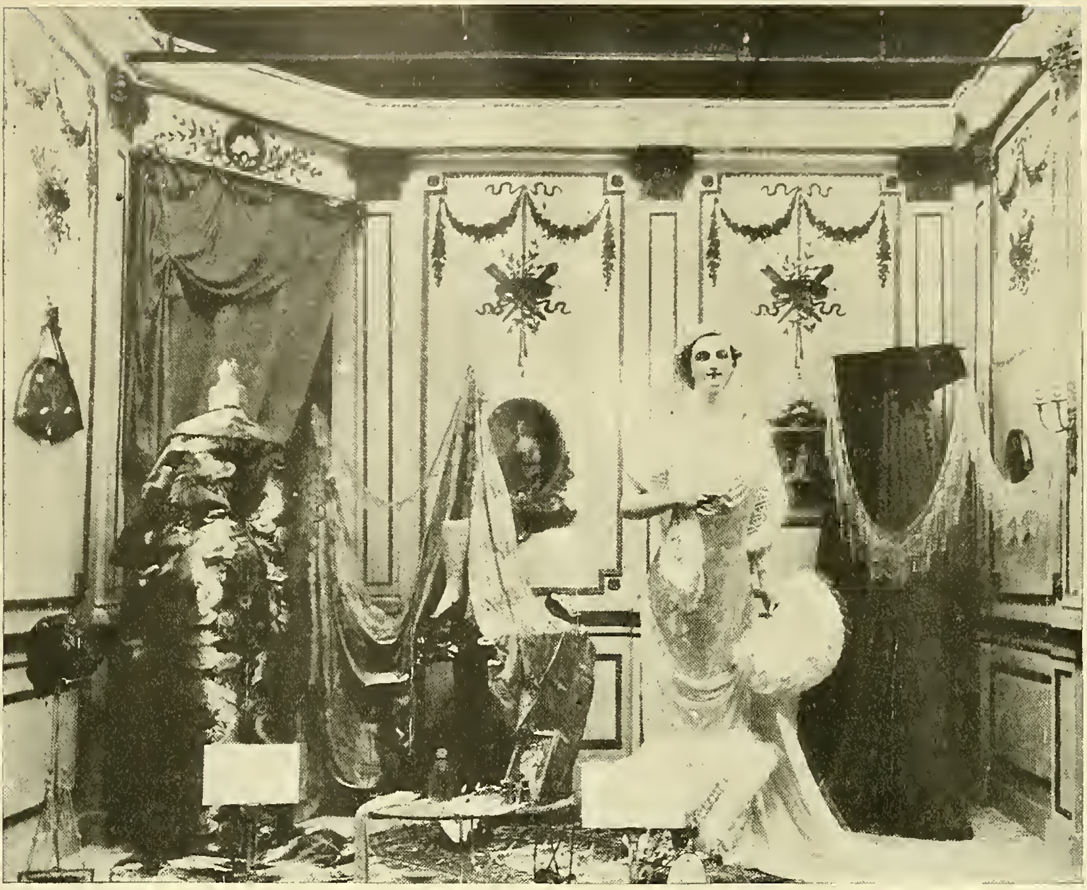


Plate No. 7226. A Period Setting by Joseph D. Nathan for Jordan Marsh Co., Boston, Mass.

This picture shows one of a series of Louis XV and XVI that were recently carried out in ten of the windows of this store. The panels were outlined in relief work and finished in French grey and gold. The floor covering was a self design of subdued gold wall paper carefully mounted on composition-board. This scheme of flooring is practical for use with any line of merchandise. Electrically lighted sconces in each window added brilliance to the displays. In the window shown here, exquisite silks were draped. That on the front view form was priced at $25 per yard and that on the form at the left, showing the back, was $80 per yard, having been made especially for the Queen of England. The other windows featured gowns, wraps, millinery, etc. A variety of appropriate accessories completed the displays. The picture does the display but scant justice.

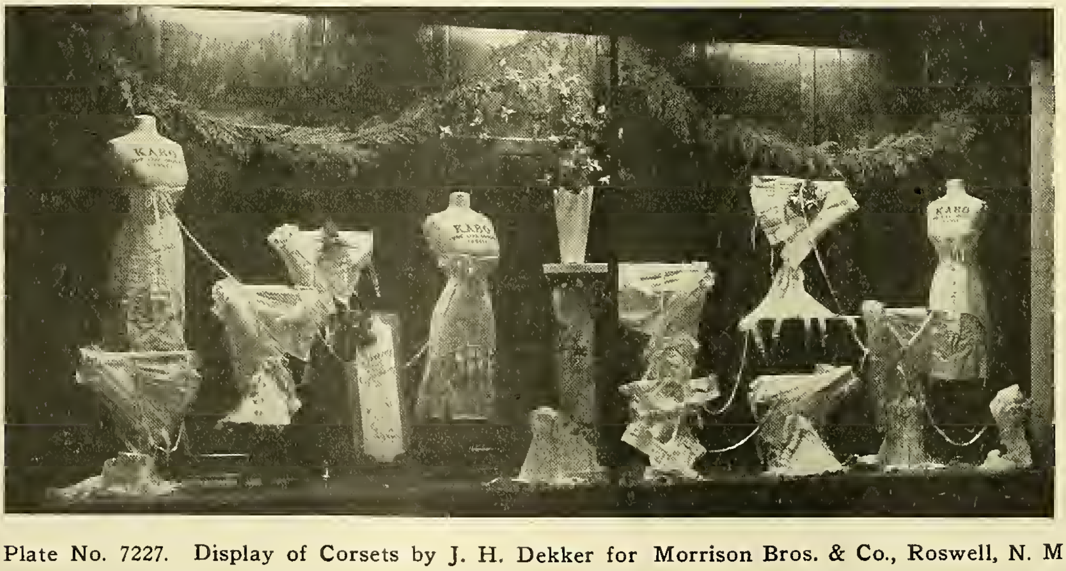


Plate No. 7227. Display of Corsets by J. H. Dekker for Morrison Bros. & Co., Roswell, N. M.

Here is a window that is decorated in a simple but slightly manner. Heavy festoons of ferns were draped along the back and in the middle was a plain white pedestal surmounted by a vase containing flowers. Roses were twined around the pedestal and a few were placed on the merchandise and show card.

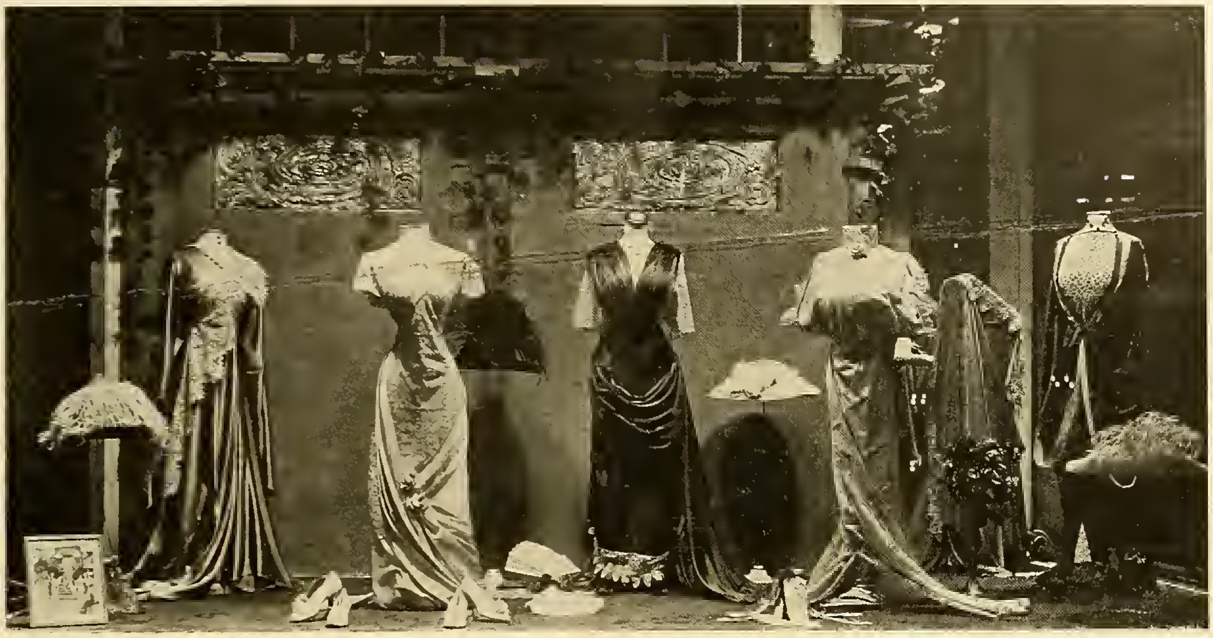


Plate No. 7228. A Window of Drapes by Hymen Blumenthal for S. & J. Gottlieb Co., Kenosha, Wis.

With the exception of the one in the middle, these forms were all home made, being converted from old corset forms, with heavy cardboard used for the lower part. All of the drapes were made without cutting or injuring the materials. The silk used was charmeuse. This was one of the most attractive windows ever seen in Kenosha.

Christmas Booklets

SEVERAL of the big Chicago stores get out little booklets of gift suggestions every Christmas, some of which are quite elaborate productions. One issued last year by Marshall Field & Company was 2¼x4 inches and contained about 100 pages, which were filled with classified gift suggestions covering practically everything carried by this big store. Mandel Brothers at the same time got out a series of four miniature books under the following titles: For the Children, For the Women, For the Men and For the Home. These were of a size that would easily fit in a woman's card case or pocketbook. Booklets of this sort are a real help to Christmas shoppers.

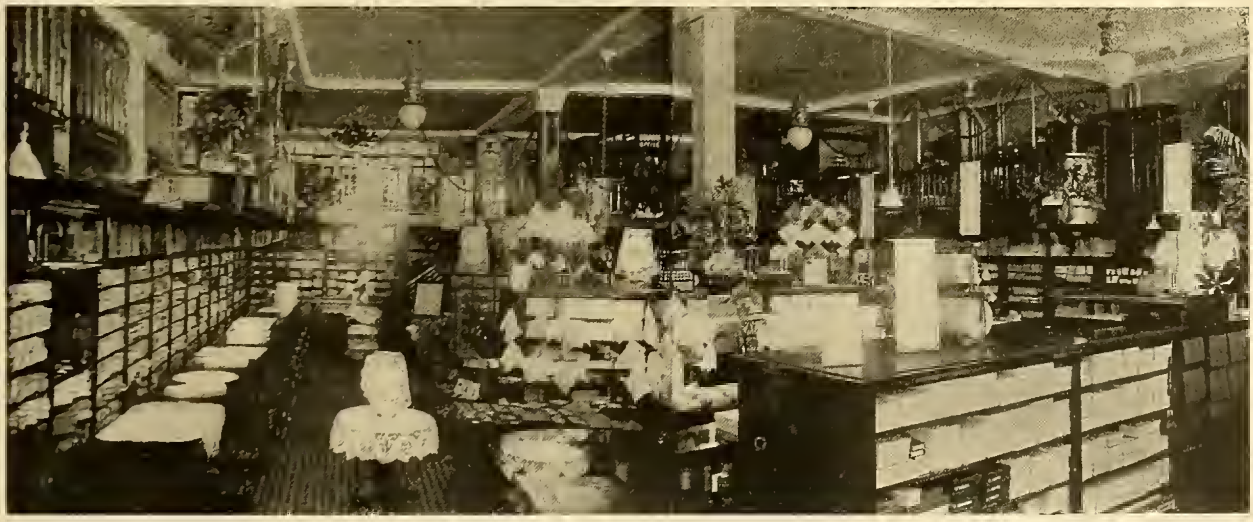


Plate No. 7229. An Interior Display by W. W. Martin for Hedgcock & Jones, Denver, Colo.

This picture shows part of the interior arrangement of one of the largest linen stores in the West. Owing to the photograph having been made in two sections and pieced together, the engraving is somewhat distorted.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1724 Tribune Building, New York City
Telephone 4349 Beekman
WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	$2.00 a Year
All Other Countries	$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of The National Association of Window Trimmers of America

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

January, 1913

CONTENTS.

Factory Fixtures 17
Full Form Drapes 24
Men's Wear Displays, Harry C. Davis 26
Effective Window Advertising 30
Comparative Prices 34
Checking Wraps 35
Our Monthly Prize Contest 35
A Spring Setting, J. C. Bodine 36
Card Writing, G. W. Hess 38
The February Furniture Sale 40
Service and the Retailer 42
Window Architecture, J. A. Koerber 44
A Big Drug Sale 45
Notes from New York, F. F. Purdy 46
Short Lenghts for the Ad-Man 52
N. A. W. T. of A. 54
The Trimmer and His Work, H. W. Hoile 54
For Our Advertisers 58

Comparative Prices

COMPARATIVE prices have been so overworked in the past that the general public has grown exceedingly skeptical of the store that is continually advertising merchandise at far less than its regular price. This has brought about a reaction and there are many good stores today that never use comparative prices in their advertising or in price tickets. They give the public credit with sufficient judgment to determine values when they see them. However, it is seldom that we read an advertisement that is so frankly worded as the following one of Chamberlin-Johnson-DuBose Co. of Atlanta. Most stores might well advertise as follows, but there are few that would care to do so:

Come, Let Us Reason Together About the Greatest Ready-to-Wear Business Any October Has Ever Brought Us.

We have no intention of boasting or of parading our achievements before the public, but we do want you to know what this store has accomplished this fall, what it is capable of doing for you.

So here.

The October business so far this year in suits, coats and dresses is greater during any preceding October—this is a simple fact that is interesting to YOU only in so far as it has a CAUSE.

From time to time we have made statements in our advertisements, very plain and very ACCURATE, that our stocks were unusually complete, that they were composed of the choicest merchandise that the smartest makers of America, guided by the style originators of Paris and elsewhere could produce, in short, that we were READY to give you such a service as Atlanta had never known.

Such has beeen the tenor of our advertisements this fall, because that has been our sole claim to your patronage—the intrinsic merit of the suits, coats and dresses, the fairness of the prices.

Not once have we made such a claim as "$30.00 suits at $25.00" or "$25.00 suits at $19.75" for the very good reason that we have not been able to find any suits that are WORTH $30.00 or $25.00 that we could sell at $25.00 or $19.75, and this despite the fact that our suit buyer is now and has been in New York the greater part of the season, searching and ferreting and examining and eliminating and, finally, choosing those suits that are worthy and full of value. Right now we have in stock suits that certainly raise the standard of value at their prices. We know they are more attractive, that they are BETTER suits than have ever been shown in Atlanta at the same price—but this—as we know the truth—does not justify "$30.00 suits at $25.00"—it would be at best only a CLAIM and we have no intention of making claims. What we are interested in and what is taking all the time and ability and experience of this organization is getting the MERCHANDISE THAT WILL STAND ON ITS OWN MERITS, that you will want because you SEE style and the worth in it.

That is the only basis on which we seek your business—and evidently it is the one that counts—else how account for the really remarkable October business?

So much for straightforward methods of merchandising—now to your own individual purse—make comparisons, look about you, see for yourself where the values are. We attempt to be good merchants and as good merchants we make the assertion that we seek your patronage only as we can earn it.

* *

ALMOST every store is constantly taking on new lines of merchandise that have not been carried before and it is an important duty for every salesperson to inform him or herself as thoroughly as possible as to these new arrivals. In some stores it is the custom for the buyer to issue bulletins announcing all new goods and calling attention to their talking points.

Checking Wraps

DURING the winter months most stores are kept at a temperature of about 70 degrees. This temperature is a trifle too high for the comfort of shoppers wearing the heavy wraps that practically all women wear in winter. Furthermore, after wearing heavy wraps for some time in the heated atmosphere of the store, a change to the chilly air outside may be productive of a cold or worse. A number of stores have taken cognizance of this condition and have provided for the checking of wraps for customers. Stations are placed convenient to the entrances of the store, where wraps may be checked without fees or tips. It has been found that in stores where this checking system has been introduced, the patrons are quick to take advantage of the convenience. This is in line with the growing tendency of the big store to provide its customers with every help toward making shopping more comfortable.

* *

MAHOGANIZED birch is not mahogany, and no amount of advertising will ever make it so. "Commercial all wool" is not all wool, nor can the smoothest selling talk make it so. The same is true of a great many other kinds of merchandise, yet merchants and advertising men continue to advertise all wool and all silk and mahogany which they know is not what it is represented to be. The custom of misnaming merchandise to make it appear more desirable was once so prevalent as to be almost universal, but this has gradually grown less. The big store of the future will advertise and sell goods for exactly what they are without attempting to take advantage of trade names that were originated only to bunco the public.

* *

WHEREVER you find a well managed five and ten cent store you will find a crowd of shoppers. Business may be slack in other stores but the five and ten cent store is always busy. It gets the trade of all classes, rich and poor alike. Every department or general store can conduct a five and ten cent section. It is simply a matter of picking out the goods, getting them together and putting on the price tickets. And, if advertised, this section will not only make money for itself, but will bring in business for the other departments.

* *

WELL, the much talked of parcels post has become a fact at last. Undoubtedly it will make some difference to the small town retailer, but whether it will prove to his advantage or disadvantage will depend largely upon the merchant himself. Naturally the big mail order houses will try to make the most of the new order of things, and it is up to the local man to do the same.

ROBERTSON BROS. CO. of South Bend, Ind., issue a monthly store paper called "The Merchandiser" that ought to prove a mighty good advertisement for this firm and the other houses that use space in the publication. "The Merchandiser" in size and shape is about the same as the ordinary newspaper. It has eight pages which are filled principally with carefully written, well illustrated advertisements. The remainder of the space is used for miscellaneous matter of interest to the farmer. This paper is gotten up well enough to be read carefully and it reaches practically every country home within a radius of ten miles or more from South Bend. Being a co-operative proposition, the cost is little. Merchants who are situated in an agricultural country would do well to consider the advertising possibilities of a store paper such as this one. A. D. Young, the advertising manager for Robertson Bros. Co., is the editor of "The Merchandiser."

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1912 have been made as follows:

EDWARD LAFFERTY, Champaign, Ill.
A. EHRLICH, Anvers, Belgium.
DICK E. BLICK, Galesburg, Ill.
H. R. CLAUDIUS, Auburn, N. Y.
GEORGE LOEWY, Dusseldorf, Germany.
E. M. McCARTNEY, Pittsburg, Pa.
W. H. HINKS, Minneapolis, Minn.
CLEMENT KIEFFER, JR., Philadelphia.
C. E. GREENE, San Francisco, Cal.
WM. BUTEMENT, Springfield, Mass.
ARTHUR W. MERRY, Denver, Colo.
J. E. WINNER, El Paso, Tex.

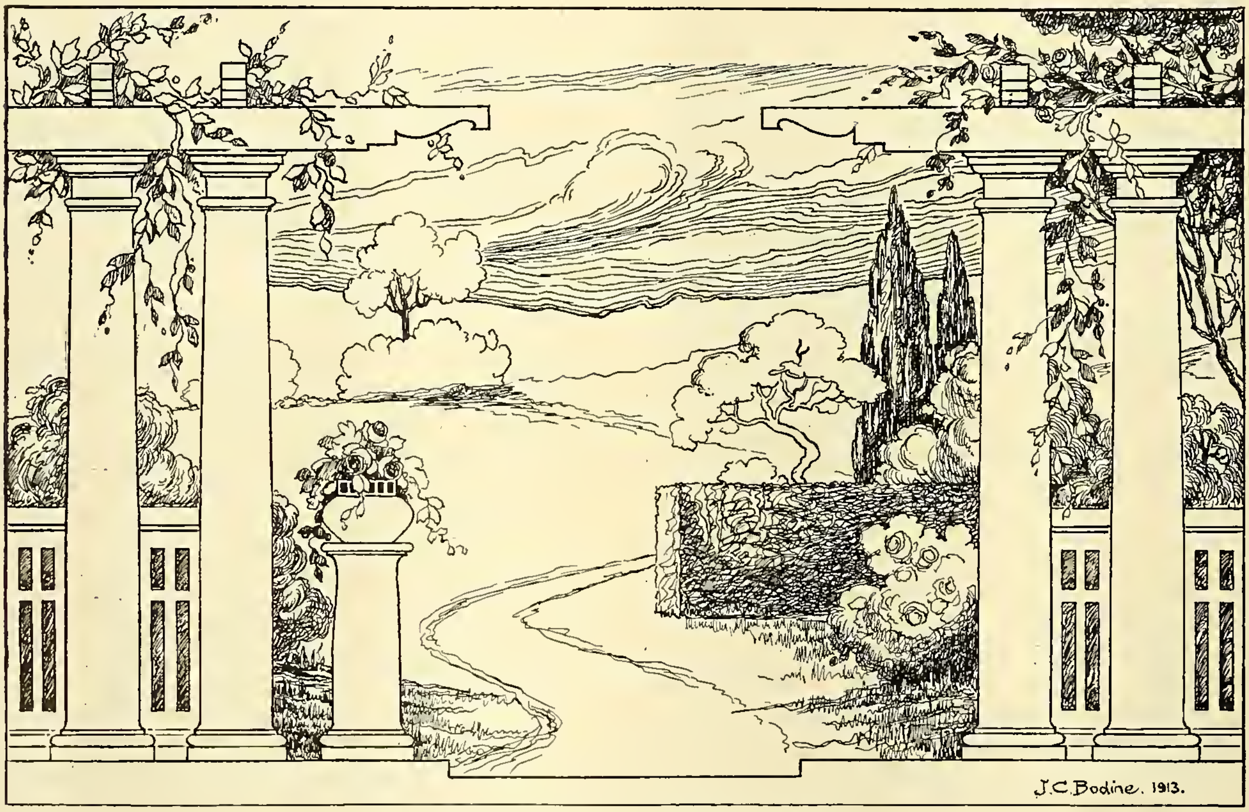
Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

A SPRING SETTING

AN OUTDOOR SCENE WITH PERGOLAS AND PAINTED BACKGROUND SUITABLE FOR AN OPENING DISPLAY—FLOWERS IN SPRING SHADES HARMONIZE WITH THE PAINTING

J. Clarence Bodine

EASTER occurs some weeks earlier this year than it did last and that means the window dresser will soon have to busy himself with his opening displays. Since March 23 is Easter Sunday, most stores will have their formal spring openings at least a week before that date. So let us begin to plan a bit as to how the windows are to be handled. Custom has decreed, and a very wise decree it is, that the spring opening windows shall be suggestive of "outdoors." It is only natural that people who have been shivering indoors for five or six months should long for the warm spring sunshine, the green grass and the flowers. And what part of all outdoors is more attractive than a garden in springtime? From this the window dresser takes his cue and proceeds to design for his windows a setting that will suggest a garden.


J.C.Bodine. 1913.

A GARDEN SCENE BY J. CLARENCE BODINE.

"But," someone objects, "that garden idea is old. It is the most venerable of all window trimming ideas and has been worked to death in windows from one end of the country to the other."

We will admit that the idea is old—probably as old as window trimming itself. But, for that matter, so are gardens old. They are as old as history but no one gets tired of them for that reason. No matter how old the garden idea may be, the garden itself is always fresh and new and inviting in spring, and it always will be. And so it is with the garden window setting—it is always welcome, always new.

Hundreds, yes, thousands of settings suggestive of gardens have been used in show windows. There have been formal gardens, and old fashioned gardens, and Italian gardens, and English gardens, and Japanese gardens, and hundreds of other special kinds, to say nothing of just "common gardens." Nevertheless, the decorator need not be discouraged on that account. There are plenty of ideas left. The flowers, shrubs and other elements that go to make up a garden offer limitless scope in the way of combination and variation. One might go on designing gardens for ever and not make two alike.

In the show window garden, it has been found that the effect is greatly enhanced by the introduction of what may be termed "architectural accessories" such as the pergola, walls, fences, gates, a sun-dial, etc. Some of these features appear to be necessary to the completeness of a garden setting in a window, as they are required to give "atmosphere" to the setting. These structural details, however, must be handled with a good deal of judgment or they detract from, rather than help the display. They must be designed correctly and built right.

Any feature that is reproduced in a window must be a fairly accurate representation of the original. A sun-dial has certain characteristics with which most people are familiar even though they may never have seen one. The sun-dial essentially is old; its pedestal is a simple column of stone or marble, and the whole is designed to withstand heat and cold, wind and rain. The sun-dial in the window must suggest the same sturdy character. The same is true of pergola, fence, gate, or whatever else it may be. While some artistic license may be allowed, the decorator should hold to nature as closely as possible.

Flimsy work in the window should be avoided for the reason that it looks flimsy. For example a fence built entirely of strips of wood an inch wide and an eighth of an inch thick has no more artistic possibilities in a window than it would have possibilities of usefulness in an actual garden. Yet this and lattice work of similar material have grown to be a characteristic feature of the spring opening window. Indeed, there is but little to recommend a wooden fence of the common kind from a decorative point of view. If there must be a fence, make it of stone or marble, or of one of these combined with iron. That will give a chance to make it appear substantial—and possibly artistic. If it is made of wood, use some unusual design that has decorative value.

While it is not my intention to criticise window decorating methods, there is one suggestion that may be permitted in connection with this subject. It has to do with a certain design for the spring opening window, that was and apparently still is highly popular. It is a design familiar to everyone who reads this. I refer to the window in which a flimsy lattice or fence is built from each end of the window near the back. In the middle there is an equally flimsy gate, half open, through which a wax figure arrayed in all of her spring finery is in the act of passing. Presumably, the partly opened gate is suggestive of the opening of the store. Possibly this idea may have been worked out in an attractive way by some decorator but we must confess that we have never seen it done attractively. At any rate, the idea has been used so often the public will probably be willing to let it pass in favor of something newer. While in this critical strain, I may also state that while the egg is one of the symbols of Easter, its decorative possibilities are limited to gastronomical displays rather than to the show window. In bygone days, the egg and the stuffed rabbit were highly esteemed as decorative features of the Easter window but they have since fallen into disuse with a later generation.

The setting that is suggested in the accompanying sketch requires little explanation. The entire background is to be covered by a scenic painting done in very delicate spring colors. In front of this, at each side, is a pergola supported by plain Doric columns. The framework is all to be finished in old ivory. At one side is a low pedestal supporting an urn filled with spring flowers. Similar flowers are to be trained over the pergolas.

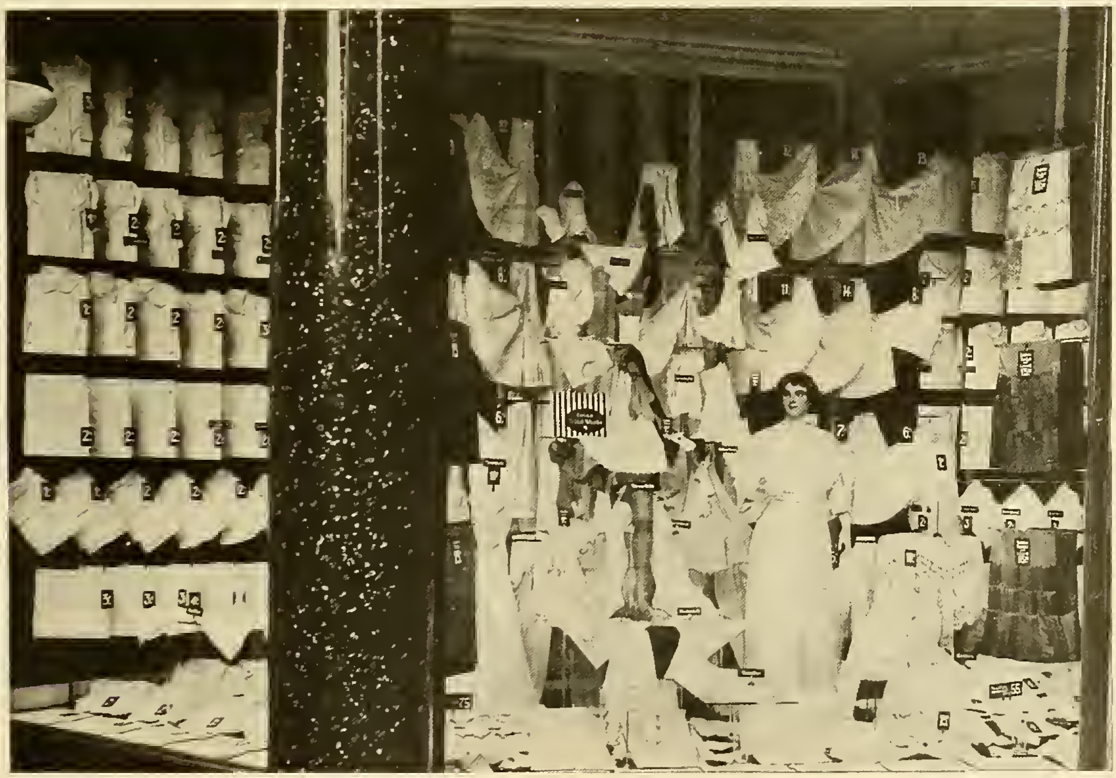


Plate No. 7230. Display of Women's Underwear by Max Hopner for Ed. Bielschowsky, Jr., Breslau, Germany.

This picture shows the stocky and orderly manner in which the European Decorator sometimes arranges his merchandise. Every piece is placed with precision yet each may be seen distinctly. For example note the garments arranged in rows in the upper left hand corner of the picture. This was a sale window and all of the pieces were ticketed with the price. This display was designed to sell goods rather than to appear artistic.

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

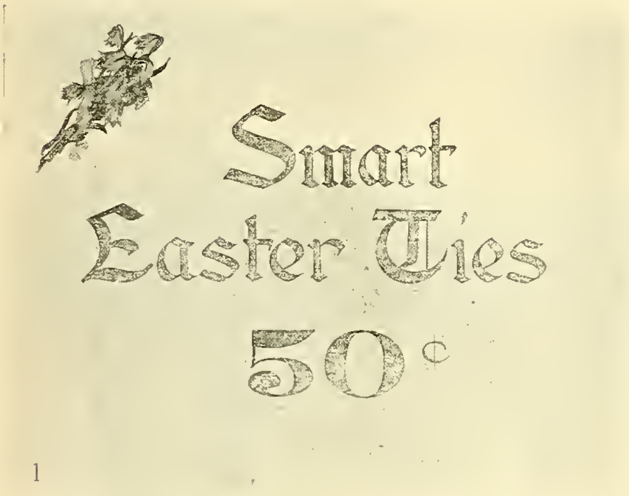
This is the tenth of a series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

IMMEDIATELY after the holiday rush and crush is over thoughts of spring merchandise and displays demand the attention of the trimmer and card-writer. I do not believe that there is any person confronted by harder problems than the card-writer far removed from the large cities. There seems to be a general craving for fancy signs in such localities and these mean fancy cardboards and other novelties.

In general these so-called fancy signs are no signs at all, for the lettering and layout is generally such as to be almost unreadable. The cards shown this month may be termed in a way fancy signs, yet they are in good taste and could readily be used in any store.

With the exception of the words "buys any of these" on No. 5, "any" and "in this window" on No. 4, and "in" and "Now ready for inspection" on No. 3, all lettering was done in green with initial letters in gold with green outline. The exceptions noted above were done in black.

The lettering is with the exception of card No. 1 a modification of the roman alphabet. Each of the



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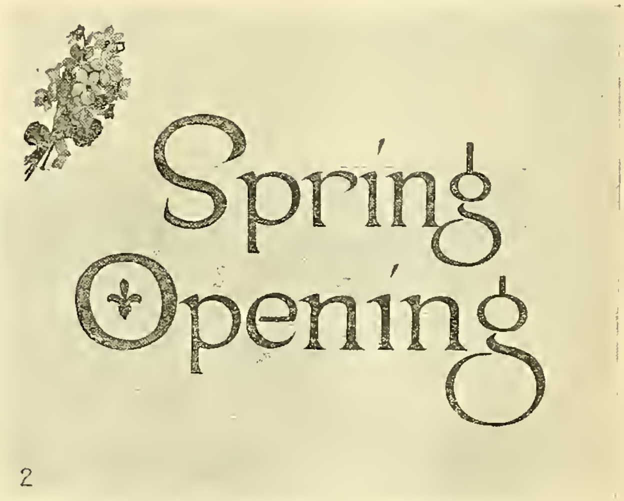

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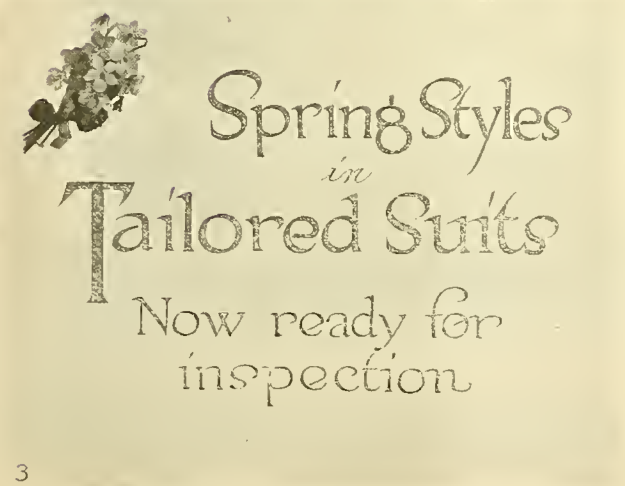

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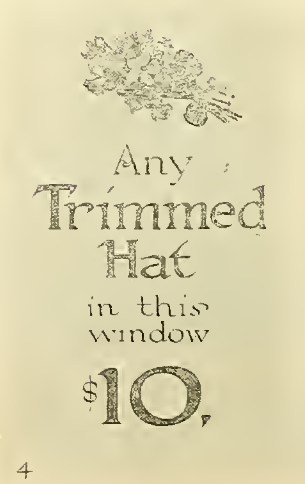

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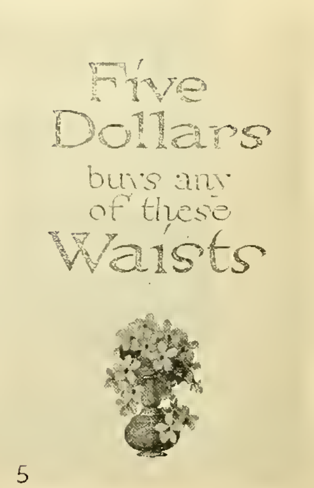

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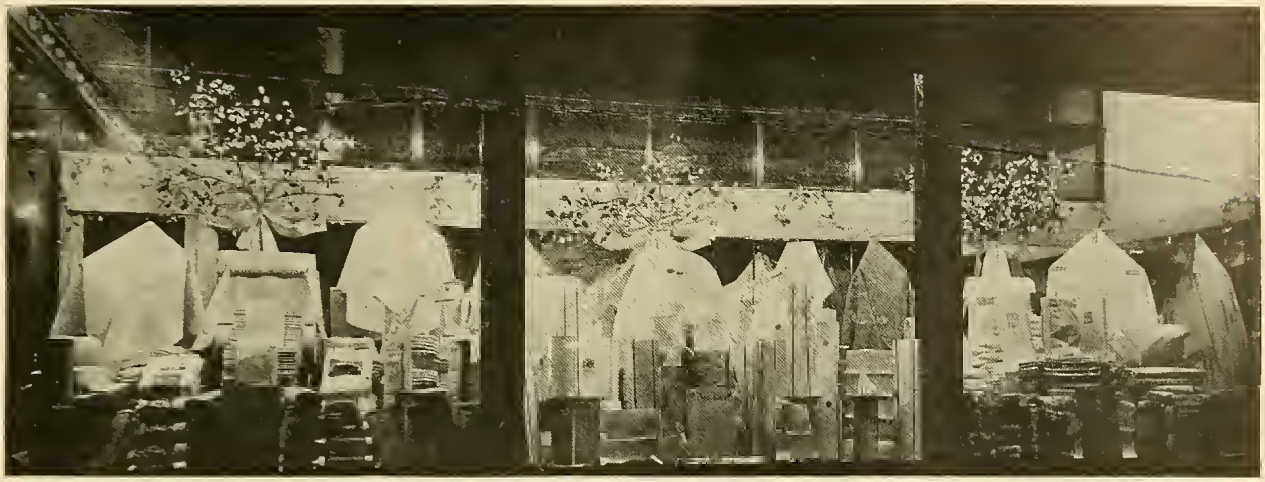


Plate No. 7231. White Goods Display by Wm. M. Sheppard for the Pelletier Co., Sioux City, Ia.

Each of the three sections of this long window was used to show a different class of white goods. Cambrics, lawn and similar fabrics were shown at the left, table linens in the middle, and bedding at the right. In front of the middle section, close to the glass, were shown specimens of flax in various stages. In the middle of the back of each section was placed a big bunch of apple blossoms which added much to the effectiveness of the showing.

cards has a die-cut violet ornament of some kind pasted thereon. Good colors for spring are green and gold or lavender and gold.

Green always has been a favorite of mine and I think that there is nothing better looking than a dark green on a white card or on a card of a delicate green tint. Where difficulty is encountered in getting a green to cover try a mixture of chrome green deep and emerald green.

Members of the lettering fraternity are generally conceded to have more whims and hobbies than other workers and they no doubt deserve it.

In these days when every dealer in the land has the best brush made out of sable specially grown for him I might say that one of my favorite brushes for the making of "one-stroke" roman is a brush that's inclined to split at the end.

Cards such as the ones shown here when made on white board can be mounted on a green mat board with about a half inch of the green board exposed, with good effect. Cards Nos. 1, 2 and 3 are quarter sheets and Nos. 4 and 5 are eighth sheets upright, the latter being a card much in use by good trimmers in windows and on shelves or ledges and in cases.

A first thought of many persons is that if an ornament is pasted on a card it is cheap and amateurish. This is not so, provided the ornament is executed well and the mounting neatly done.

There is one style of card which to my notion should be "killed" in all opening windows, viz., the long, rakish card about 8 inches wide and 30 to 40 inches high. If you can trim a neat window and have been using such a card resolve to give another size a trial.

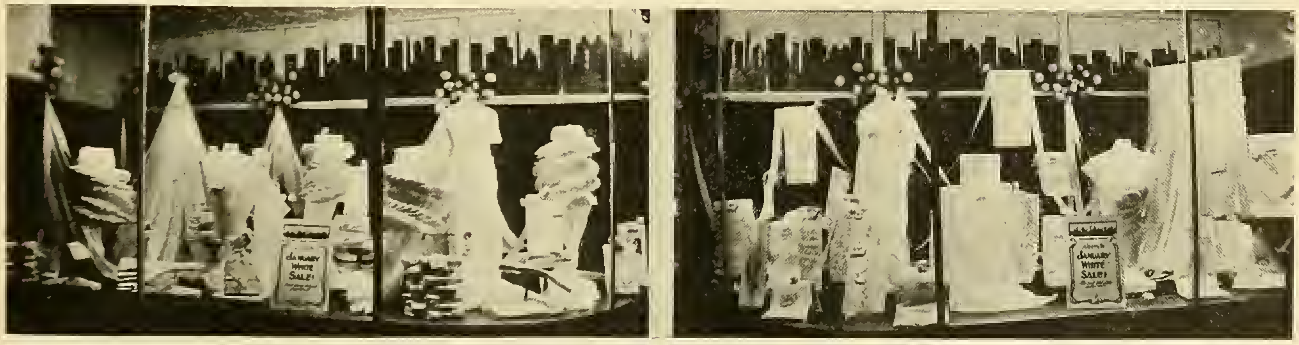


Plate No. 7232. White Sale Displays by O. F. Ballou for C. H. Almond D. G. Co., Lynchburg, Va.

The windows shown here were two of a number decorated and trimmed for the last "January White Sale." The background was black with a trimming of white. White snow-balls were used in clusters as shown in the picture. At the top of the background was a frieze being a black and white painting of a factory sky line. The factory windows were spots of yellow. The show-card was in keeping. Along the top of each was a similar factory sky line. Natural cotton bolls were scattered about the window and one was placed on each pile of goods. The arrangement of the merchandise in these windows shows for itself. The showing was a very satisfactory one.

THE FEBRUARY FURNITURE SALE

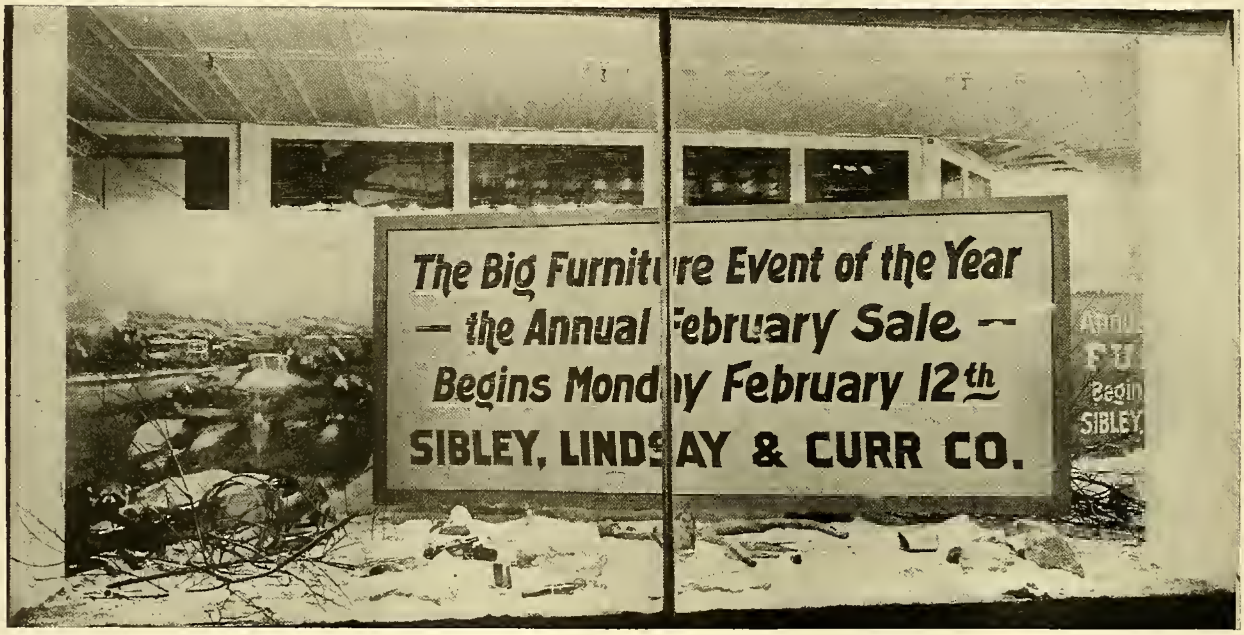
SOME SUGGESTIONS FOR WINDOW DISPLAYS TO ADVERTISE THIS IMPORTANT EVENT—THE PIECES SHOULD BE SHOWN TO SUGGEST THE MANNER IN WHICH THEY ARE TO BE USED

EVERY year the February furniture sale is gaining more importance on the calendar of those stores that carry this line. Aside from the spring and fall openings, the big stores of New York, Brooklyn and Philadelphia give more advertising space to this event than to any other during the year. The same is true in many other cities.

Like the January white sale, the February furniture sale is largely a matter of merchandising expedient. There is no very good reason why people should buy furniture in February any more than in any of the other months. But the stores have it to sell, and February is rather a dull month, so advertising is brought to bear and the thing is done.

To the average department store window dresser, the prospect of putting in a furniture display does not appeal strongly. The furniture is likely to be a bit unwieldy and does not offer the possibilities that are offered by some other lines. There is little chance for the use of decoratives, and, as the furniture is not in itself decorative, most trimmers put a rug or two in the window and then arrange the pieces in an orderly way and let it go at that. But the window man who puts real thought into his work can do a lot with furniture. The accompanying pictures illustrate how easy it is to give real interest to a showing of furniture.

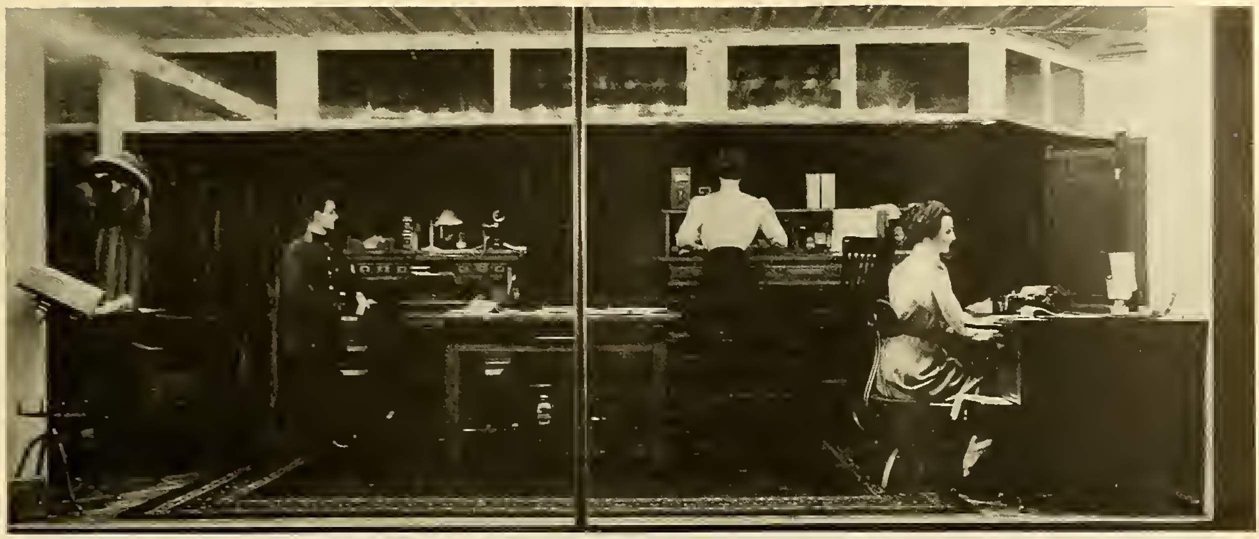
The first window is a novelty in that, while intended to advertise a furniture sale, it contained not a single piece of furniture. It was designed and carried out by E. D. Pierce for Sibley, Lindsay & Curr Co. of Rochester, N. Y. This window was put in two weeks in advance of the furniture sale. There was no attempt to show merchandise but rather to impress upon the public the importance of the sale and the time it was to begin. This is a corner window 12x20 feet and connected with it, around the corner, is another 7x15 feet. This large space was handled to make it represent a vacant lot and dumping ground such as may be seen on the outskirts of any city. Old barrels, boxes, bottles and brush were scattered about in a naturay way in front of and behind the big billboard. The floor was covered irregularly and given the appearance of the ground after a blizzard, with snow in the little valleys and the high spots bare. A stuffed raccoon and a rabbit, both common around Rochester, added a bit of life to the picture. In the other window was an old barn on whose dilapidated side was painted the same sign that appears on the billboard. Naturally, a window of this sort would attract a lot of notice, and as the sign on the billboard is brief and to the point, it made an impression on everyone who saw it.


The Big Furniture Event of the Year
— the Annual February Sale —
Begins Monday February 12th
SIBLEY, LINDSAY & CURR CO.

DESIGNED BY E. D. PIERCE TO ADVERTISE THE FEBRUARY FURNITURE SALE.

AN OFFICE FURNITURE DISPLAY

The next two pictures also show displays by Mr. Pierce. They occupied the same two corner windows used for the billboard, and were designed to advertise office furniture. With this in view both windows were laid out to represent model offices with the usual force at work. The upper picture shows the general office, which was very complete. This was not overdone in any particular, and was entirely natural. Letter files, books, papers, pens, ink and a great variety of other office supplies were arranged just about the way they would appear in a busy office. The bookkeeper, typist and messenger boy were all posed in a lifelike manner.



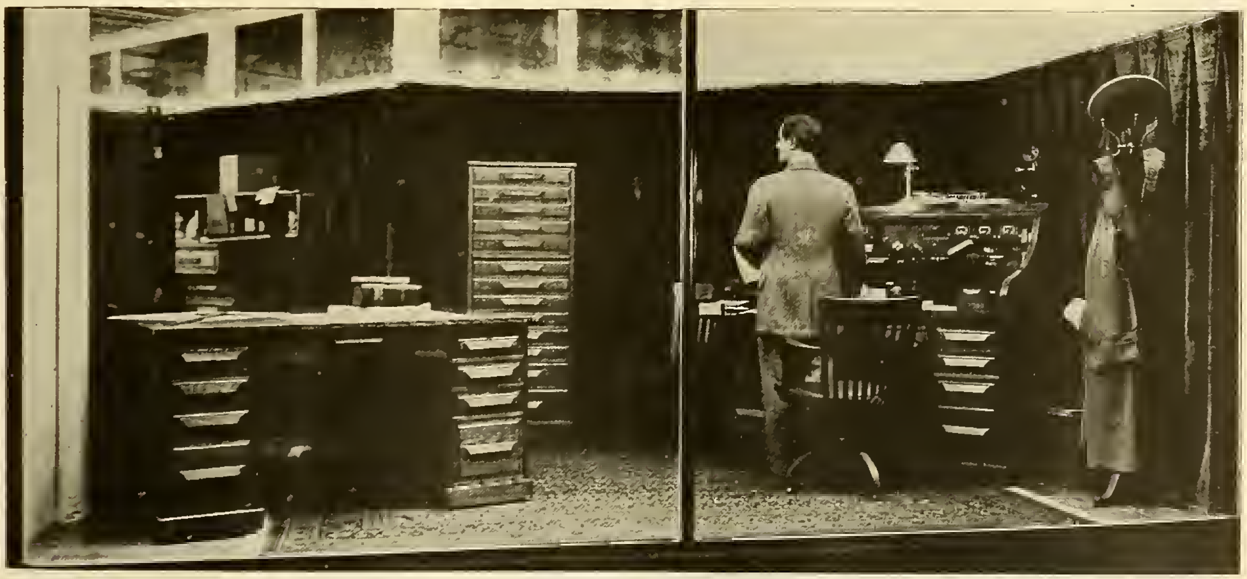
DISPLAY OF OFFICE FURNITURE BY E. D. PIERCE.

The lower picture shows the private office of the manager. It was separated from the main office by a screen. The manager is posed as if looking for the messenger boy in the outer office. His hat and coat are hung on the hat rack and protruding from his pocket is the morning paper. The furniture in these windows was arranged just as it would be in an office, and there was not an extra piece used except those that actually would be needed. These windows attracted so much attention that they were left in ten days instead of six as had been intended.

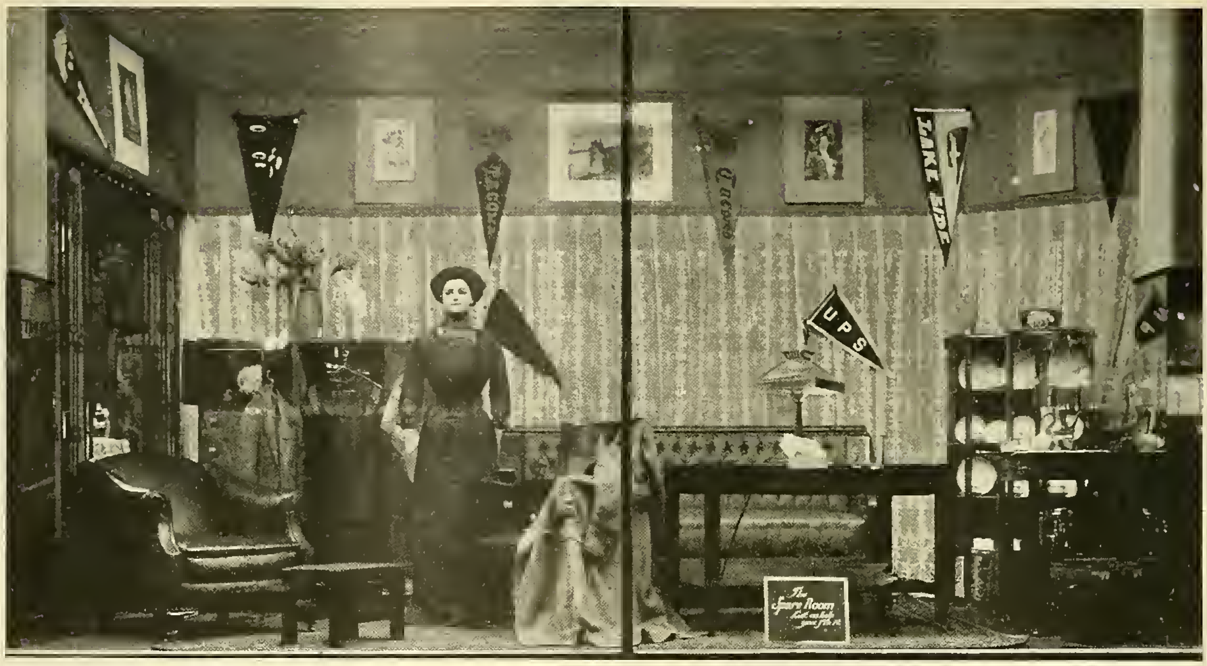
SPARE ROOM FURNITURE

The following two displays were put in by Seymour A. Anderson for Stone-Fisher Co., Tacoma, Wash. They showed different ways of fixing up the spare room. This is a problem in a great many homes in which there are not enough rooms to provide a regular bedroom for the occasional guest. Both of these windows were cleverly arranged to carry out the idea. In one was a steel couch with the cover thrown back to indicate what it was. The other pieces were fitted with the necessary accessories to make the scene homelike. In the other window was arranged a living room with a large davenport, a clothes cabinet containing two suits, a china closet, library table, chairs, etc. The show card read, "The Spare Room—Let Us Help You Fix It." These windows really suggest something.

The window of the Prince Furniture Co. of Allentown, Pa., shown in another picture, was dressed by Messrs. Stuckert and Clouse to show a set of fumed oak furniture. The window was treated to represent a room and the walls and ceiling were painted on muslin. The ceiling beams were painted to represent fumed oak and the plate rail and other trimmings were the same. In the left hand corner at the back was a fireplace, and all the other essential details were carefully taken care of.



THIS IS A COMPANION WINDOW TO THE ONE SHOWN ABOVE.



SUGGESTIONS FOR THE "SPARE ROOM" BY SEYMOUR A. ANDERSON.

All of the pictures shown here go to prove that the furniture window need not be the tame affairs it usually is. All that is required is some intelligent planning and attention to details. There is a tendency toward putting in too much furniture and this must be overcome. Use just enough pieces to create the effect you want and remember that the object is to create a strong impression rather than to show the entire stock.

* *

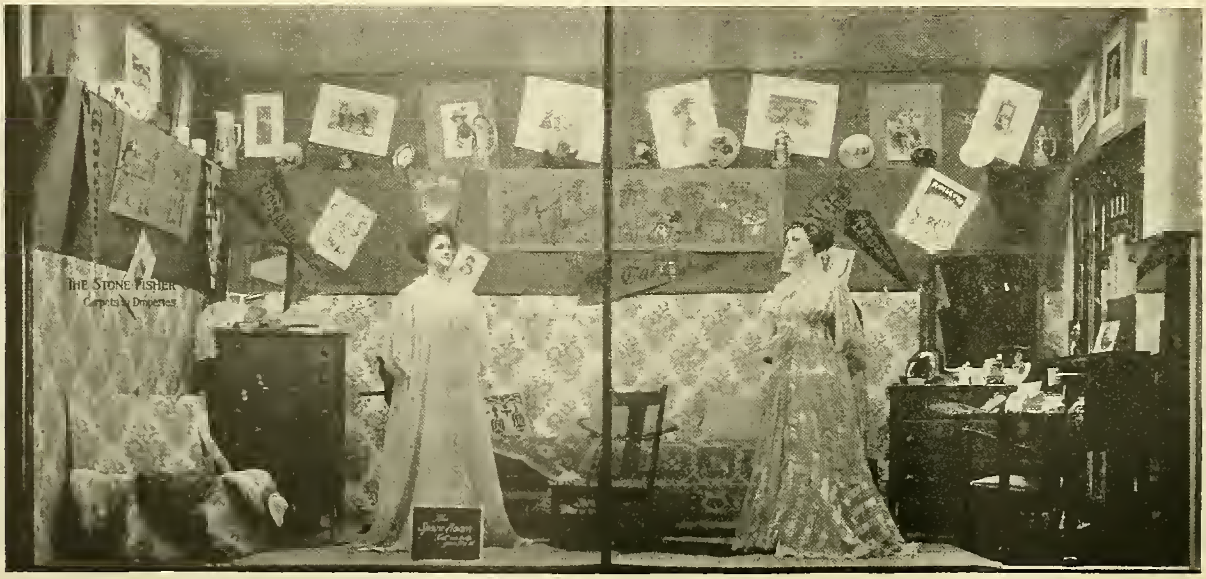
Service and the Retailer

SERVICE is one of the most important factors in successful retailing. Other things being nearly equal, the merchant who gives the best service will get the most business. This is the belief of Mr. Anderson Pace, advertising manager for Butler Brothers. Mr. Pace has the following to say on this subject:

The barber, waiter, courier, messenger, porter pay for their tips in good service, and opposition to the "tipping evil" is based, not so much upon general principles, as upon the habit of many public servants to demand remuneration when service is lacking.

Human beings are willing to pay for the soothing of their sensibilities, and the sooner merchants recognize this fact, the sooner will their sales profit. One of the bigggest retail businesses in the country was built upon the principle of "Service to the Customer," and it has continued to add elegance to its methods until high prices have ceased to affect trade.

Every general storekeeper in the country cannot establish and operate a "Mission Tea Room," or a



ANOTHER "SPARE ROOM" FURNITURE WINDOW BY MR. ANDERSON.

FURNITURE
PRINCE FURN

A GOOD ROOM EFFECT BY STUCKERT AND CLOUSE.

"Circassian Walnut Grill," but every general storekeeper in the country can cater to the finer feelings of his customers—and profit thereby.

One of the greatest establishments in America, which otherwise would have little reason for existence, owes its unusual success to the "Money Back Plan," and since this idea is not copyrighted any wideawake merchant can avail himself of its assistance.

The service idea has innumerable phases and a storekeeper need not despair of incorporating it in his merchandising simply because he has not the means or room to install a gymnasium and swimming tank. Anything that makes buying easy and delivery quick comes under the head of service and trade inevitably gravitates to the establishment where the greatest amount of service is to be found.

Railway parlor cars offer better service than is given by the ordinary day coaches, and travelers are willing to pay extra for the privilege of riding in them because they give more service. The Pullman system is founded upon the idea of service and the additional cost of the sleeping-car facilities is a small item to the long-distance tourist. Regular restaurants can charge more than the "help-yourself" lunch rooms because they give more service. The Pullman cars carry you no farther, and the old style restaurant serves no better food, but patrons of both are satisfied to pay a little more for the additional service.

Price cutting is not the worst sort of competition, and many a merchant would do better if he met his competitor's price drops, not with a decrease of costs, but with an increase of service. A price cut often gives a mortal wound to a business, but a betterment of service is often the best trade tonic.

Some forms of service seem so elementary that many short-sighted dealers overlook them entirely, and like numerous unobserving persons, fail to see objects nearest to them. A well-washed show-window often eliminates possibility of eye strain, and provides a form of service that is very agreeable to passersby, and a sidewalk continually free from snow and slush, dirt and dust, provides such excellent walking accommodations that trade has been known to benefit thereby.

Service is not confined to automobile delivery trucks and uniformed messengers; quickly wrapped bundles are often as great a convenience as "one-day delivery," and ever courteous clerks are almost as pleasing as door-opening porters.

A rest room is impossible for the ordinary merchant, but few storekeepers cannot fit up a small cozy corner where women patrons may examine patterns, style books and samples, at their leisure.

Remember that the old-time southern gentleman gained his reputation for chivalry upon his ability to render the pleasant little courtesies, and that the smallest cross-roads store can rival the metropolitan department store in the matter of real service, if the proprietor wills to do so.

* *

EVERY store should have one or more bulletin boards placed conspicuously upon which can be posted the daily advertisements as well as other important announcements.

WINDOW ARCHITECTURE

THE FANCIFUL AND FREAKISH DESIGNS SEEN IN THE SHOW WINDOWS OF A FEW YEARS AGO HAVE GIVEN PLACE TO SIMPLER SETTINGS BASED UPON TRUE PRINCIPLES OF DESIGN

Jerome A. Koerber
With Strawbridge & Clothier, Philadelphia

TO ONE who takes window dressing and decoration seriously, and most of those who are connected with this art do take it seriously, there is nothing more interesting than to study the changes that have taken place in the methods employed by the leading window dressers during the past few years. These are not mere changes of style, as that term is applied to the merchandise shown in the windows. They are changes that involve basic principles. The fact of the matter is that window decoration is a new art, and it has been passing through those stages of evolution and revolution through which all arts have passed before they arrived at perfection. Not that window decoration has arrived at the perfect stage—far from it. But the show window of today is nearly perfect compared with that of a dozen years ago. What progress will be made in the next ten years remains to be seen.

But when one comes to compare and analyze the windows of the past and those of the present, it will be found that the main difference lies in the greater simplicity of the modern trimmer's methods. And this greater simplicity comes from a more thorough understanding of art and the laws of design. While there were some real artists among the old time window trimmers, they were extremely few. The average trimmer had artistic instincts, otherwise he would not have been a trimmer, but he had no practical knowledge of art and little idea of the principles of design. In short, he didn't understand the rules of the game. Consequently, he mixed things up generally.

Scroll work was the mainstay of the old time trimmer. He would use scrolls on every occasion. And having exhausted all the possible combinations of the simple scrolls, he devised more complicated ones. And with these scrolls were used all manner of elaborate frames and lattices, fancy columns and arches of intricate and wonderful design. These marvelous frame works were then covered with puffed or pleated cheesecloth, crinkled paper, or any other material that would make a big showing at a small cost. Another standby of the trimmer of days gone by, was the colored electric light, and the more colors the better. These lamps were stuck up and down the columns; over the arches; around the scrolls. They were used to spell out words and to outline signs. Having filled the framework as thickly as possible with the gorgeously colored bulbs, a few more were added. Then some lamps in assorted tints were put in places that had been overlooked before. As to the merchandise—that was a secondary consideration. The background was the thing, and after that was completed to the trimmer's satisfaction, the goods were put in place as quickly as possible.

It is not the intention of the writer to suggest that all windows were trimmed in the manner described, for in the old days there were some whose work would be considered excellent at the present time. These were very few, however. Neither is it our idea to ridicule the old time trimmer, for he is the man who is doing the best work to-day, and it is through his study and effort that window dressing methods are what they now are. We only wish to call attention to the faults of old-fashioned methods, and to explain them. The explanation is simple.

The modern decorator has learned the basic principle of window display. That is—*the purpose of the background is merely as a setting for the merchandise.* The old fashioned background completely eclipsed the goods in the window—the modern background is neutral in its effect, making the merchandise stand out and adding to its attractiveness through harmony or contrast of color, and sympathy of line. Detail is made secondary to tone and general effect.

The successful window dresser of today gets much of his information from books rather than from inner consciousness as was formerly the case. He has a fairly accurate idea of architecture and knows enough of the decorative styles to prevent him going far astray. If he hasn't this information in his head, he knows where it can be found in his library, which serves the same end. Most window dressers nowadays have libraries made up of all the publications they can find pertaining to their work. These books cover architecture and both ancient and modern art and applied design.

The study of architecture will give the window dresser endless ideas for backgrounds. And since architecture is perhaps the most exact of all arts, there is little opportunity to make mistakes if he has an eye for proportion and contents himself with following the example before him and not introducing ideas of his own. All of the recognized styles of architecture are based upon certain fixed ideas and proportions. Each has characteristics peculiar to itself and these characteristics must be respected by the copyist. While some of the styles may be combined successfully, it requires much artistic taste and skill to effect such a combination. For the beginner, the best thing to do is to select some pure style and then stick to it throughout his design. If he does this, he cannot possibly make a mistake. No matter what the style may be—Greek, Japanese, Egyptian, Colonial or any other, stick to that particular style without the slightest variation.

Every style of architecture is made up of certain harmonious units which are combined and repeated in making up any design. If the decorator will take a style and divide it into its units and study them care-

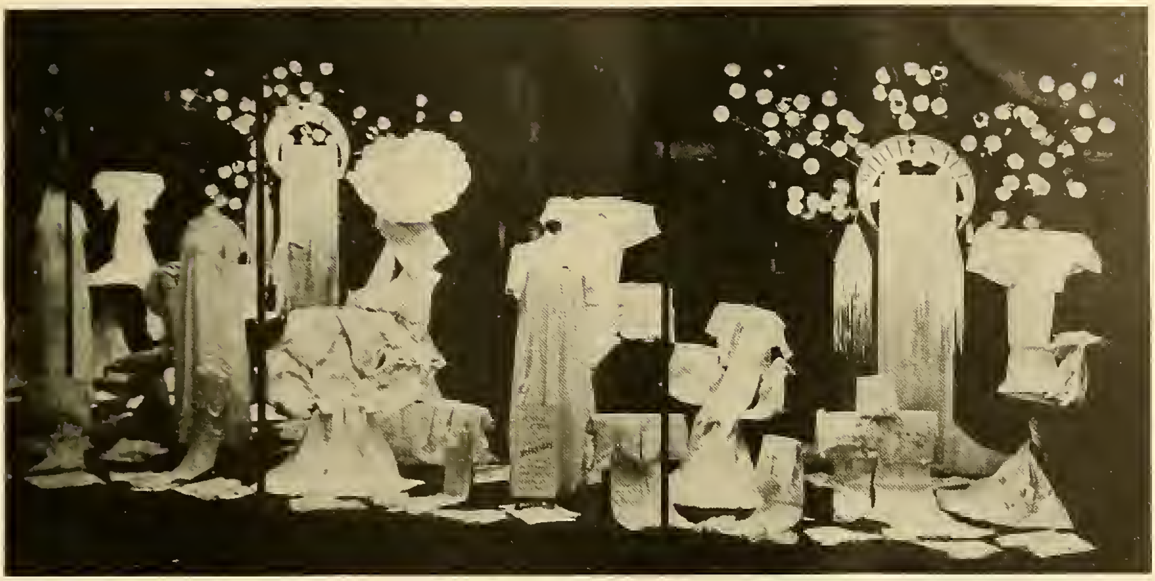


Plate No. 7233. A White Sale Window by W. R. Hall for C. H. McBurney, Hutchinson, Kans.

This picture shows what an improvement is made by using a few flowers in the white goods display. The color scheme of this window was pink and white. The tall panels and lamp shades were in those colors.

fully, he will find that it is not difficult to master all that it is necessary for a window dresser to know about architecture. Every window trimmer should have at least one good work on architecture. Such books are generally expensive but they can often be picked up at a bargain in a second-hand book store. If that is not possible, there is now a library in practically every good sized town where books on architecture are easily accessible. If there happens to be no library convenient, the books may be borrowed from a local architect or anyone else who may happen to have them. Make sketches of the various styles and the units that compose them. This will help to fix the details upon the memory.

Speaking of second-hand book stores, it may be said that in one of these is a very profitable place for the window dresser to spend an hour or so when the opportunity offers. Practically everything there is of art or design has at one time or another been put between the covers of some book, and these books frequently find their way to the shelves of the second-hand store where they may be picked up for a small fraction of their original cost.

* *

A Big Drug Sale

SOME years ago Siegel, Cooper & Co. of Chicago inaugurated a series of sales in their drug department that were called "Red Cross" sales. These continued until last month, when the "Home and Hospital Drug Sale" was announced with the following note of explanation:

"This sale is the successor to our famous Red Cross Sale. The former name we have discontinued out of respect for the sentiment that the words 'Red Cross' should be divorced from commercial enterprises and apply only to the humane activities of the International Red Cross Society."

Nevertheless, the sale progresses with the same success under the new name as it did with the old. It is a big even, well advertised, well handled and well patronized. A whole page is used for the advertising, and usually one of the most prominent windows on State street is given over to the display of drugs and hospital supplies for the home. As these sales are a big factor in introducing goods to new customers, manufacturers are glad to make concessions in price which will enable the retailer to offer really great bargains.

* *

Encouraging Salespeople

THERE is in all of us a natural spirit of rivalry which impels us to excel in our undertakings. The merchant who can stimulate this competitive spirit in his sales force will find that the efficiency of the force is increased in proportion to the friendly rivalry that is engendered. To accomplish this there are many stores in which the standing of the various salesmen is posted at regular intervals. Sometimes prizes are offered to those who make the largest sales.

Mandel Brothers of Chicago use a variation of this system. They tabulate a monthly report showing those who lead their sections in the amount of sales during the preceding month. The roll of honor is printed in *Store News* and shows those standing first and second in total sales in each of more than 150 departments.

NOTES FROM NEW YORK

THE CHRISTMAS DISPLAYS OF MANHATTAN ARE MUCH MORE ELABORATE THAN FOR SEVERAL YEARS PAST—ROTUNDAS DECORATED HANDSOMELY—ALTMAN'S DISPLAYS FANCY COTTON GOODS

F. F. Purdy

A FEW seasons ago the revulsion against Christmas shows in the windows, or elaborate features there at any time was at its height. The feeling was that it was all very well to draw bigs crowds, but there was no money in it. It was noticeable last months that there was quite a movement toward getting back to the old idea, in special sections. The rotundas of the stores have always been decorated at Christmas time, with big bells, holly, figures, etc., and this ruled, of course, last month. But there was quite a movement toward the featured, spectacular window. This, in Manhattan, was specially evident at the Adams building, of the O'Neill-Adams Co., where Al. Manee, the decorator, put a fine show in the largest window. It was a winter scene, with mountain peaks and valley, tunnels through the mountains, cottages with lights of evening in their windows in the distance, and railroad tracks running through the tunnels, etc., and on which the toy trains were moving continually. In the center was a mill and mill pond with the old mill wheel going and water crossing the dam. All sorts of toys were in evidence, signal towers, stationary engines, ferryboats (crossing the *snow*, but that didn't matter), horse, etc. At one time in a forenoon (to show the trend) some 40 people were hanging over that window, while six at most were looking at all the rest of the O'Neill-Adams' windows, and they were good merchandise windows, too. Results like this naturally make merchants think that it is a generally good proposition to please 40 people in addition to six, and they take their chances of getting some business out of it.

CAMMEYER'S

Cammeyer's was also in line. The stretch of windows of this big shoe store showed a number of Christmas tableaux, with Christmas in Russia in one window; Christmas in Central Africa with Paul Rainey's party, and the holiday in Japan, France, Germany, India and America. There was a fine colored cardboard background in each window, with silhouette figures of the people of each clime, while in front of each display was a fine showing of shoes. There was an explanatory card in each window, in realistic travelogue language, evidently written by someone thoroughly familiar with each country and having a vivid imagination, for he worked each picture for all it was worth in the description of Christmas in each country. It is not very often that Cammeyer has anything special in the windows, but when these times arrive the house rises to the occasion and gets the crowd coming.

At the Greenhut-Siegel-Cooper Co. store there were the usual bright colored merchandise windows, while inside was the greatest display and decoration of the main floor in the history of the business, which is saying a great deal. There was a fine showing of toys in a corner window, which was sufficient, for if this house started in to make a worth-while spectacular effect in front, it would surely be a case for police intervention. And the crowd was *inside* the store, which is better yet.

ABRAHAM & STRAUS

Brooklyn had the most artistic spectacular windows by far, and to Abraham & Straus must be awarded the palm. Over the window was lettered the title in electric lights, "Bataille de Fleurs," which was a scene on the French Riviera. There was an elevated balcony, on which sat and stood all kinds of little people watching the display below—equipages of all kinds, with wheels, reins and whole carriages covered with flowers, tandems, drags, pony carts, filled with happy little folks, while leading the procession was the fairy queen of the event, driving her miniature cart, as the official awaited her who was to present to her the prize, accompanied with a big bouquet. Way to the left was the judge's stand with occupants, while soldiers, in the uniform of France, maintained order. It was certainly a fine conception or a fine reproduction—doubtless a little of both, and shows that Mr. Katz has many a good thing yet up his sleeve. This show was transferred bodily Dec. 16 to the allied store of R. H. Macy & Co., Manhattan.

Mr. Waldron, at Loeser's, had a very refined and dainty showing, with children on balcony, above a foundation, the front of which was ornamented by large panels beautifully hand painted, while at each side was a little recess into which the elegantly clad dolls, standing down in front on the ground, were supposed to retire for rest and recreation at will. There was not the implied action here, as at A. & S., but the scene was beautiful, and there was a crowd before each window all the time.

WANAMAKER'S

Harry Bird, at Wanamaker's, sprung a fine idea in the rotunda decoration during the holidays. The visitor, at the near end of the rotunda, was greeted by a great star aloft at the other end, which was surrounded by electric lights. The effect was most pleasing, and a welcome change from the old chestnuts in the shape of figures of Santa Claus. It was, moreover, highly appropriate, strictly in keeping with Chrismas and, indeed, conforming to the accepted spiritual intent of the time much better than by use of the image of the mythological merry old elf, which is really getting to be the sign of a commercializing of Christmas that is a trifle dreary. The great illum-

Where do you stand?

Yearly Business Expenses

Rent - - - - $
Salaries of Employes - - $
Horses, Wagons, up-keep - $
Insurance - - - - $
Light - - - - $
Heat - - - - - $
Advertising - - - $
Sundry Expenses - - - $
Total Yearly Expenses - $

Yearly Volume of Business

Gross amount of business for one year - - - $
Gross percentage of profits - %
Gross profits - - - $
Deduct total expenses for year $
Net Profit { This is What Your Net Profit Should Be } $

Your most important duty is to keep in touch with your net profit.

You can do this by taking the amount of business you did last year, figuring the per cent of profit you make, and subtracting the total expense of your business.

Use the above blank to figure out where you stand.

Fill out and mail the coupon and we will send you information which will enable you to get all your net profit.

The National Cash Register Company
Dayton, Ohio

"Be Sure That Your Net Profit is What it Should Be"

The National Cash Register Company, Dayton, Ohio
Send me information which will enable me to get all my net profit.

Name
Business
No. of Clerks
Address

inated star was refreshing. Put this in your mind strong for use next year. The Wanamaker rotunda was entirely decorated by oriental rugs and tapestries, a new idea, not very "Christmassy," but possibly getting the results.

B. ALTMAN & CO.

Instead of a white sale right after Christmas, B. Altman & Co. came out with a fine showing of their new cotton goods, which Mr. Frankenthal demonstrated in some of his most charming drapes of waists and gowns. It seems that the pattern people have found out there is something doing in the creation of style by Mr. Frankenthal's drapes in the Altman windows, and are getting a bunch of ideas from them. Hence we shall see many of the best schemes shown there, adapted by the patterns, which are sold by the million, to the use of the multitude, possibly with variations, which will bring them within the reach of the more modest purses, as well as in their entirety, for the use of those who can afford the best obtainable. One of the prevailing materials for spring shown is crepe de chine, with floral patterns, entirely in self colors, also crepes in solid colors, as well as a new color known as mandarin, a deep orange, and the yellow familiar to the public by use in the flag of Japan. American beauty red is another strong hue, which is stated to have been adopted by the daughter of President-elect Woodrow Wilson, and will possibly have the vogue of Helen pink and Alice blue. Satines and batistes were strongly treated in the Frankenthal drapes, and will be popular materials for the coming season. In millinery, small shapes in turbans, with but little trimming, will be prominent. The showing and sale of gowns for use by travelers who visit Florida, will shortly begin, and some of the finest of these are handsome white embroidery dresses, accompanied by handsome parasols, which are often made to order, to match the gown. For regular use here, however, the use of the automobile has interefered to an extent with the sales of parasols, which are not such an indispensable article to those who make extensive use of automobiles. In dress trimmings for next season, by the way, there will be, on fine gowns, little or no use of heavy laces. Thin laces will be the general vogue on the frocks of fashionable folk.

WHITE SALES

With the passing of Christmas the white sales have come in as usual, good and strong. Starting many years ago with sales of white goods in January, to enable women to get materials advantageously to make up into dresses and lingerie for spring and summer, the white sale has persisted, although its scope has shifted. Women now buy nearly everything made up. Yet look at the volume of goods sold at the annual "White Sale." An immense part of this volume is in household linens and similar goods, like sheets and pillow cases, table cloths, napkins, etc. At Wanamaker's, for a number of years, a big quantity of men's collars have been offered at special prices during this sale. The decorators had conjured their brains for something new in the way of schemes to launch the white sales, resulting in the clever adaptation of some good ideas not so new.

Hearn has such an immense outlet on fabrics and white goods of all kinds that this house will probably be in the front rank in results on the white sale when the dollars counted. It is remarkable the number of stocks of goods that the buyers of this house will absorb. Hearn can take in the stock in most any line of a big retail house and work it off without "batting an eye," or a wholesale house, either, of both of which we know of many instances. Mr. Baer, the Hearn decorator, the other day was a bit reminiscent of some of his former plans of decoration. Here are some interesting figures regarding a big showing or napkins he made. There were 12,000 napkins used for which his department was charged 42 cents a dozen. These napkins were hung from circles placed around all posts on the main floor aloft, and a sign, "January Sale," between each pair of posts, at the height of the circles. The whole made a very strong showing for the sale, and after it was over, all the 12,000 napkins were quickly cleared out at 30 cents a dozen, the expense of $120, or 1 cent apiece, being charged to advertising. During the holiday season there was a band at Hearn's on a balcony, playing most of the morning and afternoon, a novelty at this store.

CHANGING POLICIES

The ideas of merchants and decorators regarding policies of the administration in the show windows gradually change, as we have noted something of a change in respect to holiday displays. There are stores here which have been marked for a rapid "trying on" of different plans of trimming the windows to see just what would catch the favor of the public and be most productive of results. A policy of this kind does not make for the peace of mind of the decorator. Take lower Sixth avenue, for instance. The displays in most of the stores there have gradually been taking on a stockier appearance for some time. People go there for values, and not for artistic effects, and evidently the more goods that are shown, and the more strong the values, with accompanying price cards, that are given, the stronger pull has the window. Yet the decorators here get out some very neat and attractive displays, notwithstanding the restrictions under which they must work. They realize that the old days are past, when the artistic effect was such a main desideratum. Not so long ago a decorator of a leading house here resigned because he would not lower his conception of his art to the lower standard of merchandising windows that were required. Decorators in all but very few houses of the highest class now thoroughly realize that the enormous expense under which

WIN OUT THIS YEAR

You can make 1913 the turning point of your career by deciding Now to attend the Koester School and thus equip yourself to do such good work that you will not only win prizes but also win out to such an extent that you can get a decided increase over your present wages—or get a much better position.

New Ideas for 1913

are now in all instruction given in all classes. This includes the advertising and card writing classes as well as the classes in backgrounds, draping, ready-to-wear, men's wear, dry goods, etc., etc.

New Drapes for 1913

We will not illustrate any of our new drapes except in our classes so that only the *Koester Men* will be able to introduce this new draping idea.

We also have a new set of drapes for the new *Fashion Dolls.*

We are the only school giving instruction on these new Fashion Figurines.

You have just time enough

to send in your enrollment for the new classes. Sit right down and do it.

The

Koester School

304-6-8 Jackson Blvd.

CHICAGO

N.A.W.T. of A
FIRST PRIZE
CLASS A
WON BY
T.G.Duey
CHICAGO
AUG. 1911

First Prize, National Window Trimming Contest, won by T. G. Duey, in 1911.

An unusual thing in connection with Mr. Duey's work is that he has never worked for any other firm than his present employers, The McPherson and Edwards Co., of Springfield, Illinois.

He has been with them for thirteen years, beginning when he was fifteen years old. His experience covers practically every department in the store, and after attending the Koester School of Window Dressing in Chicago, he was given full charge of the window trimming for this store, one of the largest department stores in the state.

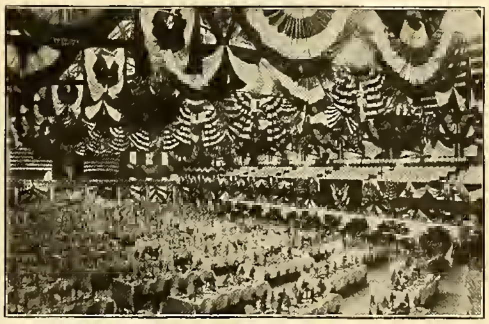
TWO TIMES WINNER

Mr. T. G. Duey, Koester Graduate, wins First Prize in 1911 and Third Prize in 1912 National Association Window Trimmers Contest.

A window trimmer surely has something to crow over who is winner for two years in the Window Contests held by the National Association of Window Trimmers of America.

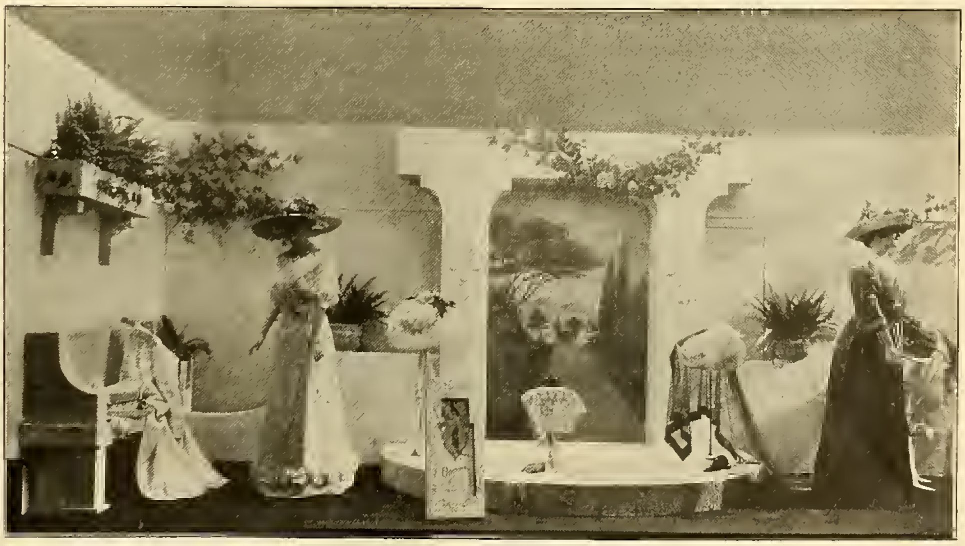
A school that graduates such men also has a great deal to be proud of.

Every trimmer who is ambitious should plan to attend such a school as soon as they can in order that they too can get into the prize winning class, or in other words in the money making class.



Illinois State Armory at Springfield, Decorated by T. G. Duey, for Lincoln Banquet.

BE A KOESTER MAN



One of the Show Windows by T. G. Duey That Won Third Prize in 1912 National Contest.

their houses do business requires the strongest kind of merchandise windows, which they put up, working in whatever of beauty they can, at the same time. There are unquestionably times when windows pull with exceptional strength, and there are other times when their real work is meager. Take September, for instance, when women are interested in their fall gowns. They crowd the windows then with a keener interest in real buying, even than at holiday time. There is blood in their eyes and they mean business. More and more, at all times, decorators take a great interest in ascertaining the results in sales that accrue to the various departments from the goods they display from each.

NEW FORMS

The new style of gown for spring is bringing about something of a change in the forms used by decorators. The new forms have a larger waist, smaller hip, and are somewhat narrower around the bottom. Mr. Richter, of Saks & Co., has changed all his forms to the new style, as well as Bonwit, Teller & Co. It is understood that the forms of Wanamaker's are to be similarly changed, as well as doubtless other stores. A gradual introduction of wax figures is noted at Wanamaker's, which will be still further employed.

Mr. Frankenthal, of Altman's, will come out with a new pedestal for Easter. Mr. Frankenthal wants to get away from wood and plaster of Paris in pedestals, and is much pleased with the promise of his new addition to the interest and harmony of his windows.

AMONG THE TRIMMERS

A. J. Hannaford, formerly with the Bond school of window trimming, and head decorator for H. C. F. Koch & Co., Harlem, has left for Los Angeles, Cal., where he will go into the moving picture business. It will be remembered that some time ago he went to California, and afterward he was engaged by a Japanese firm to go to Japan to inculcate modern methods of decoration into its institution there. Mr. Hannaford subsequently made a tour of the world, trimming windows in the various cities he visited and bringing back with him a wealth of interesting experiences.

Carl Allert, formerly decorator for Rosenbaum & Co., who recently relinquished business here, is making a trip to Chicago.

Carl Roth, who comes from Ohio, is now decorator for the L. M. Blumstein Co., at 150th street and Third avenue, taking the place of Samuel Greenberg, resigned.

Mr. Buswell, who left Macy's to take charge of the Forsyth windows several weeks ago, has resigned.

Felix I. Bolt, formerly with R. H. Macy & Co., is now in charge of the windows of the J. L. Kesner Co. Mr. Bolt is a young man of experience and poise and should prove a fixture. A number of decorators have been tried out at Kesner's since the opening. If it is understood that the windows, important as they are, have their limitations, Mr. Bolt should hold down this job for quite a while.

* *

IN THE future, the merchants of Nashville, Tenn., propose to place their advertising only in accredited mediums. According to a resolution passed some time ago and agreed to by the members of the retail merchants' department, no advertising will be given out, with the exception of that given to newspapers and school publications, unless the committee of the merchants has passed upon it and found the medium legitimate. The cards that are issued to advertising solicitors for approved mediums are as follows:

To Our Members:

This certifies that the bearer..................
has permission to solicit advertisements for.........
as this publication has been examined by the advertising committee of the retail department and is considered a legitimate advertising medium.

Sec. Retail Dep't Board of Trade.

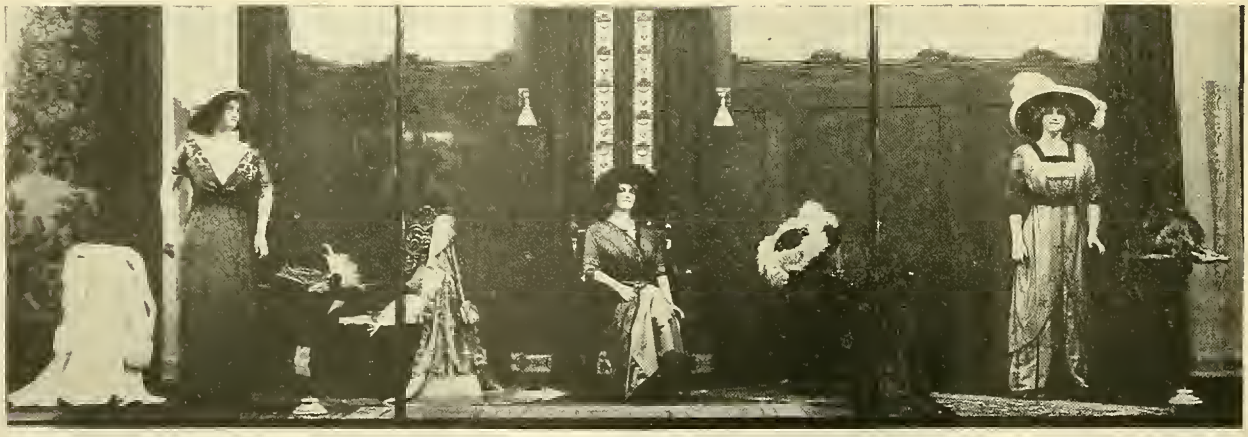
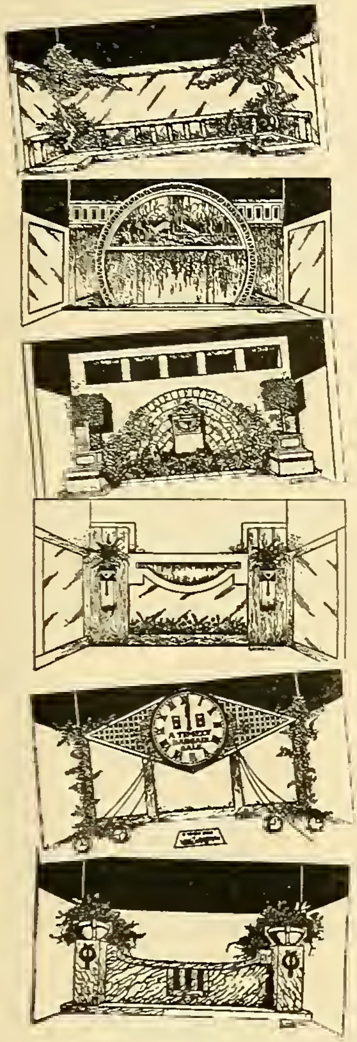
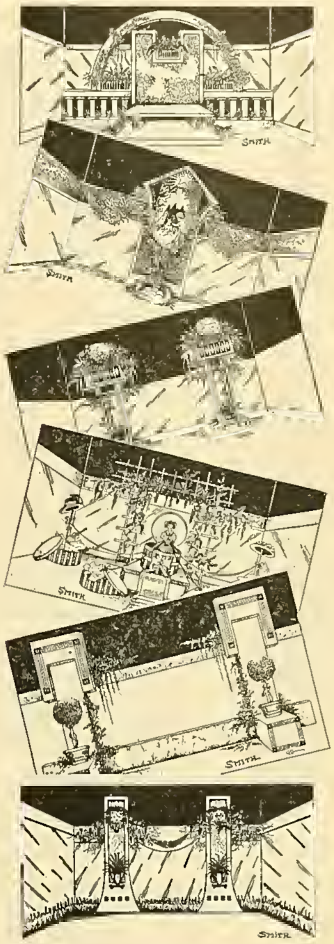


Plate No. 7134. A Costume Display by Harry H. Sitner for Michael Bros., Athens, Ga.

The above is a good, simple setting for a costume display in a long window. The background was a plain panel treatment made of wooden frames covered with cloth. Above was an art wallpaper border and in the middle was a doorway with fancy portieres. Three handsome chairs were used in this window.





MR. G. A. SMITH

JOINS THE INSTRUCTION STAFF OF THE ECONOMIST TRAINING SCHOOL

Mr. Smith was formerly editor of the Window Trimming Section of the Drygoodsman of St. Louis. He has had years of experience in Window Trimming and Show Card Writing with leading Western Department Stores, including five years as head window trimmer with the A. T. Lewis & Son Dry Goods Co., Denver, Colo.

He is considered to be one of the best mercantile decorators as well as the greatest authority on practical and artistic window background arrangements. His drawings, all of which show exceptional skill, have been reproduced in many of the leading Trade Journals of America.

Mr. Smith is a valuable addition to our Instruction Staff and our students will have the full advantage of this man's talents and experiences when pursuing our new instruction courses.

Mr. Smith will demonstrate and show how to make suitable backgrounds for every season and event of the year and also show interior and exterior decorative ideas.

Materials, construction, colors, etc., are clearly explained in every design. Our cuts show only a small portion of the entire series. New ideas will be constantly added.

THESE LECTURES SUPPLEMENT OUR COURSES OF INSTRUCTION WITHOUT EXTRA CHARGE

Relation of Employe to the Proprietor, by A. C. Pearson.
Combining Show Window and Newspaper Advertising, by by Max Holtz.
The Sale Promoter of the Retail Store, by Edmund D. Carey.
Fabric Colors and Color Harmony, by Eugene Pierce.
Window Construction and Lighting.
Interior Arrangement and Lighting.
Unusual Possibilities of the Window Trimmer.
Problems of the Window Trimmer, by F. W. Cheney.
How to Buy Store Fixtures and Wax Figures, by D. B. Bugg.
Photographing Windows and Interiors, by R. D. Bunting.
Printing and Engraving, by F. T. Root.
Textile Construction, by S. H. Ditchett.
Various Plans of Advertising, by James Mackay.
Problems In Merchandising and Campaigning, by Guy Hubbart.
Merchandise End of Advertising, by E. Lyons.
Knowledge of Knit Goods Merchandise, by C. K. McDermut.
Retail Mail Order Department, by Arthur Hallam.
The Advertising Man, Work, Opportunities and Influence, by J. Winder.
Department Store Card Work, by B. M. Arrick.
Scenic Background Work.
Mixing of Colors. Color Harmony, by J. J. Flaherty.
The Air Brush and Its Uses; by C. J. Nowak.
Payzant and Soennecken Pen Lettering, by G. A. Smith.
Good and Bad Examples in Card Writing, by A. E. Hurst.

Why You Should Join the New Economist Training School Classes Now

No other institution in the country, nor even in the world, can get together such an aggregation of real knowledge of the retail trade in all its phases—merchandising, advertising, window trimming, showcard writing, financing, etc., etc. You will note that many of our instructors are on the editorial staff of the DRY GOODS ECONOMIST. All our students get the benefit of personal contact with the wonderfully efficient organization behind this publication. If you want to become a competent advertising man, window trimmer and showcard writer we can teach you practical retail publicity based on actual store experiences. We can give you a ten-fingered grip on all the essentials of successful drygoods retailing so that you will "amount to something" in any store where you may be employed. Send for catalogue.

ECONOMIST TRAINING SCHOOL

ADVERTISING WINDOW TRIMMING SHOWCARD WRITING

231 W. 39th STREET NEW YORK CITY

SHORT LENGTHS FOR THE AD-MAN

CLEVER ARGUMENTS BY SOME OF THE BEST AD WRITERS—WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS—WORK THEM OVER TO SUIT YOURSELF

Unparalleled Value-Giving Will Mark Our January Sale of Muslin Underwear—Which will start tomorrow, and which, in addition to undermuslins, will include corsets, negligee garments, petticoats, aprons, infants' and children's wear. With cotton higher in price than it has been for some time, and with the cost of production steadily increasing it was no easy task to duplicate the wonderful values of our last January's White Sale. But in spite of these difficulties we prepared for this sale with a never-say-fail determination to provide as great or greater values than any you have yet had from us. *And we have succeeded.* We have *absolutely the best values* we have ever been able to offer. We have much larger quantities, too, and the great variety will make choosing easy for everyone. Everything is of a thoroughly desirable quality. All the garments are new, fresh and clean, and they have been made under the most approved sanitary conditions. All the styles are up-to-date, and the very attractive lace and embroidery trimmings are in excellent taste. Buying at this sale, therefore, means getting positively the best in every particular that it is possible for any store to give. To get more is out of the question, and comparison will prove that at no other store in Philadelphia can you get so much for your money.

Trimmed Millinery at $6 *to* $10.—Showing advance styles for Spring and Southern wear and a great variety of Mid-winter modes that are stunning in effect and very good values. Travelers who are planning to go South for the balance of the Winter, or even for a short sojourn, will be intensely interested in the extensive range of beautiful models we have provided for so little money. There are nets, malines and new effects in a variety of straws; all the season's artistic color combinations and every possible conception in the way of trimming schemes represented in our attractive collection. Seeing them will be of far greater interest than reading details which cannot begin to convey all there is to know about these handsome hats.

Flyaway af Waists and Undermuslins.—Many good and pretty garments that have been searched out to make room for the new goods coming for January. Some are a bit dusty, some soiled, but they need only a tubbing to make them good as new. Also silk petticoats, wrappers, sacques and bathrobes. Priced very little, they offer excellent picking.

100 *Women's Winter Suits Are* $7.75.—Precisely like suits we sold for $11.75 and found particularly good for that sum. Of blue diagonal cheviots and serges, the suits are in plain tailored styles, have satin-lined coats and are very well made for such inexpensive models.

Men's $1.50 *and* $2 *Shirts at* 95*c.*—Men's pleated or plain negligee Shirts; printed madras or percales, nearly all white grounds, with stripes in black and colors; finish and the make of these shirts are strictly high-grade, as they were made to our order from sample pieces—many of the styles being for Spring, 1913—Coat-model, attached cuffs—Not an outlandish pattern in the lot. 95c.

Big Opportunity For Men.—Who want good suits and know them when they see them. Here are thousands of the finest suits that Hart Schaffner & Marx make, picked from their wholesale season's surplus; real $40, $38, $35, $32, $30, $28, $25 suits for men and young men; choice at $20. There are no disappointments in these goods; all the suits are unqualifiedly guaranteed; the latest weaves, materials, models, fresh from the tailor shops. Some are from delayed goods late from the weavers; some are from fine imported weaves; some from America's best producers. Great advantages at $20.

Get a New Hat Now.—From our best manufacturers we take over a big lot of their surplus stock; salesmen's samples, some hats with little flaws in them, so slight you won't be able to find the defect. There are stiff hats, soft hats, rough hats; all the good colors and shapes for men and young men. Standard $5, $4, $3.50, $3 hats; choice $1.85.

Extraordinary Sale of Trousers.—Many short lengths of suit fabrics accumulate in a great volume of manufacture like Hart, Schaffner & Marx. Not enough for a suit. We have these ends made up in trousers and sell them at about the cost of materials. You might match the suit you're wearing. Thousands of pairs; they're really worth $5, $6, $7, $8, $10; here they are at $3.90.

Sweater Caats for Men—A Remarkably Complete Display.—Nowhere else can be found a parallel to the diversity of weaves, coloring and combinations presented in this collection of Sweater Coats, adapted for field or outdoor pastimes, street or aviation. Fashioned of the finest selected yarns, worsteds or pure Australian wools; some Coats are provided with our special link cuffs which can be worn over shirts with attached cuffs; some have high collars to be worn with scarfs, others are made with hoods which can be adjusted close to the throat.

Men's Furnishings Today in the Yearly Out-Clearing offer opportunities not to be had at any other time of the year. A long hand reaches into every department of our stocks, pulling out everything that is the slightest bit mussed, or that is not here in complete sizes or full variety of patterns—and out of it all we make these very special lots.

Midwinter Sale of Men's Clothing.—A clearance of thousands of winter suits and overcoats. Their only reason for bearing lowered prices is because they are remainders of lines from our own stock or season-end close-out lines from reliable manufacturers—all fresh, new, desirable and up-to-date, with weeks of wear ahead of them before time for lighter garments. Extraordinary values.

Men's Storm Coats $22.50, $23.50, $25 *and* $30 *Grades at* $17.50—For a long spell of hard weather still ahead of us, each of these coats will prove a gilt-edged investment, and each will face next Winter none the worse for having served well through the remainder of this season. One hundred and twenty-five of these coats that have just arrived are cravenetted or rain-proof. All the coats are made from the fine, fancy cheviots that go into the overcoats that sell for $22.50 to $30 through the early winter. Single and double-breasted; skeleton and serge-lined; nearly all have the convertible collar which many a man missed during the recent cold wave.

Comfortables That Are Reliable.—Comfortables. The profusion beats all the past in variety and quantity and carries with it price-advantages which greatly favor you. We've spread profits thin. That makes pleasant dreams and sweet repose very cheap.

Comfortables suggest closing eyelids. But our advice is, keep eyelids wide open when you buy them. There are meaner things than mean Comfortables—but not much. The eloquence of the following list is the low prices for such qualities.

Bench-Made Shoes For the Well-Shod Woman.—We wish every woman who understands the art of clothes could visit the little room where Wanamaker bench-made shoes are sold. We would like to show her what a pretty thing a shoe really is when it has been made by one pair of hands—the hands of a man who thoroughly understands the making of fine shoes. These shoes have a character all their own. The flat-on-the-floor toes, the pretty heels, the graceful arches, aristocratic to the last degree. They are the first cousins to the custom-made shoes. Different kinds for different occasions.

Young Men's Clothing $15 *and What that Means at Saks'.*—We make clothes for the young man at prices both lower and higher than $15.00. But we feel that $15.00 is the most popular price of all, and even though a young man should desire to spend more, we shall be glad to have him formulate his opinion of our capabilities by our $15.00 productions. They tell our entire story, as to style, individuality and finish, and is is our experience that many a young man who has been accustomed to spend more has found all the satisfaction he required in a Saks' garment at $15.00. This season's models in our young men's garments are particularly notable for style-variations, and the fabrics are equally well assorted. At $15.00 we are showing Norfolks, single-breasted and double-breasted models, in all the favored fabrics for smart summer wear, with the ever-popular blues, browns and grays first in the betting.

"How to Merchandise the New Way" is a work on the latest methods of merchandising, now in use by the leading dealers in Men's and Women's Apparel.

It is a complete answer to the questions of the dealer who realizes that out of date methods are stunting the growth of his business, but who has not known just how to remedy them.

Among the subjects treated are:—How to Plan a Store Interior—the Effect of Store Arrangement on Profitable Merchandising—Store Arrangement in Relation to Service and Goodwill—the Men's Wear Department—the Women's Wear Department—the Haberdashery Department—Departments for Furs, Hats, Lingerie, Underwear—Economy of Space, Clerk's Time and Labor, Elimination of Lost Motion—Preventing Accumulation of Dead Stock—Capitalizing the Store's Service to Customers.

If you are interested in better and more profitable selling methods we will mail you a copy of this book without charge. Containing as it does the result of many years' experience in planning thousands of stores, it is necessarily too costly to be circulated broadcast—but we are glad to send it on request. *Address Department S.*

Grand Rapids Show Case Company

The Largest Show Case and Store Equipment Plant in the World

Grand Rapids, Michigan

New York Grand Rapids Chicago Boston Portland

National Association of Window Trimmers of America

OFFICERS

President, MORTEN HOFFSTADT, Knoxville, Tenn.

First Vice-President, J. L. HAINES, Lancaster, Pa.
Second Vice-President, H. L. HARPER, Grand Rapids, Mich.
Third Vice-President, W. G. SMITH, Denver, Colo.

Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau, P. W. HUNSICKER, Portsmouth, Ohio

BOARD OF DIRECTORS

Chairman, C. J. POTTER, Lancaster, Pa.
G. W. HUBBARD, Elgin, Ill.
E. J. REDMOND, Elkhart, Ind.

Get Busy

FOR the last few weeks all members of the association have been kept busy by the usual Christmas rush. Now comes a little breathing spell when it will be possible for most of us to do a little hustling for the good of the organization. The greatest possibilities of promoting the welfare of the N. A. W. T. of A. and increasing the membership lie in the organization of local associations. These locals have been organized in a number of cities and have invariably proved a great benefit to all who have joined them and attended the meetings. Have you a local in your town? If not, get busy and organize one. If there are half a dozen trimmers you can form a local in your city and the meetings will prove a practical help to every member.

* *

Secretary Hunsicker Wins Prize

SECRETARY HUNSICKER of the N. A. W. T. of A. had the honor of winning the first prize of fifty dollars in gold offered by W. S. Peck & Co. for the best window display featuring their $20 suits. This is considerable of a distinction, as a large number of leading decorators entered the contest. Mr. Hunsicker is to be congratulated, not only on his own account, but as upholding the credit of the association.

* *

The Trimmer and His Work

THE following paper is from the pen of Harry H. Hoile of Washington, Pa. Mr. Hoile is president of the Washington local of the association, and an active worker for the good of the organization. What he has to say is full of sound common sense and is worth reading by every trimmer who takes his work seriously.

The idea which I wish to present, is this: To win success as a window trimmer one must know how to handle men.

The window trimmer gives much attention to the development of his taste, his work tends to make his hands more deft, he studies the work of other trimmers, he carries on his own experiments in order that he may learn to handle merchandise to the best effect, but I believe I am correct in saying that not five out of one hundred give any thought to the question of handling men.

Yet if a trimmer is to reach the highest success in his calling he must be able to put his ideas into effect—and this he cannot do unless he is free from interference on the part of his employer and is able to secure such materials, fixtures and help as he may require in his work.

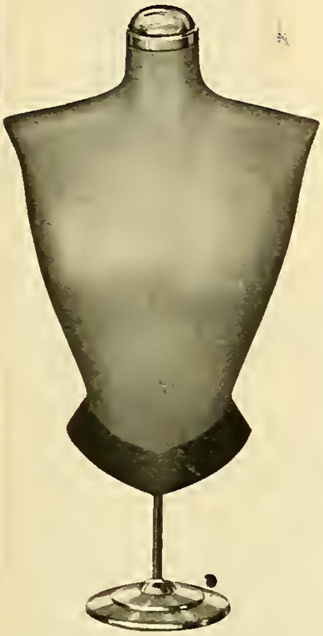
Were the average merchant well versed in the art of window trimming, the trimmer would have no need of the attributes which are necessary in order to bring him around to the trimmer's point of view. In that case the merchant would appreciate all the trimmer's ideas, would sympathize with all his difficulties and would give him all the support the most exacting trimmer could ask. I am sure you will all agree with that statement.

And that truth points out the way in which the window trimmer can win the confidence of his employer—can procure the liberty to trim the display spaces without undue interference and can secure such materials, fixtures and help as is reasonably needed.

You can win the confidence of your employer if you make yourself familiar with the problems of merchandising—get the merchant's point of view. And then when planning a window keep in mind the real purpose of window trimming—that is, the sale of merchandise. Don't put all your thought on ideas for "cute" or "smart" trims—trims which will make people remark on what a smart window trimmer you are. Opportunities to show your originality will come in the line of your work, but your bright idea will be only incidental—the essential purpose of your trim will be the effective display of merchandise. Your originality may even be lost sight of by the public because its eye will be so filled with the merchandise that it can see nothing else. But the merchant, being more used to the merchandise, will see beyond it and realize the effectiveness of the display. And after all it is the appreciation of the merchant which is the measure of your success ,not the public's opinion of your work.

Having acquired a knowledge of merchandising, the value of goods, the demand therefor, how and when to present goods to the public, it still remains necessary that your employer shall realize that you have this knowledge. To have him realize this will require tact on your part, suggestion and the power to express yourself in a convincing manner. "Tact," in order that you may get his attention long enough to present your views to him—"suggestion," that you may be able to present to his mind a vision of the drawing power of certain merchandise displayed in a particular way—"the power to express yourself in a convincing manner," so that you may be able to make him appreciate your knowledge of the great problems of merchandising.

The thought which I have endeavored to express is this. To be successful, a window trimmer must know more than how to drape goods, more than how to trim display spaces with the various kinds of merchandise. He must know how



No. 75 G

Model Waist Form with an Adjustable Belt.

Details on application.

Palmenberg NEW YORK

WE are producing new things and improvements on old things all the time. To keep posted on the latest ideas for window display during 1913, get your name on our lists and receive freely and promptly all our printed matter.

J. R. PALMENBERG'S SONS

EST. 1852

710 BROADWAY, NEW YORK

FACTORY: 89 and 91 WEST 3d STREET, NEW YORK

30 Kingston Street }
110 Bedford Street } Boston

10 & 12 Hopkins Place
Baltimore

BEAVER BOARD

Beaver Board background in the Show-windows of the Leader Store of Parsons, Kansas

What Stands Back of Your Goods?

Back of the handsome display of the Leader Store, in the window shown above, is a paneled background of Beaver Board.

The striking design and the fine color effect produced by painting the beautiful pebbled surface of the Beaver Board sets off the goods to marked advantage.

Write us today for full information about the 41 great artistic, practical and economical advantages of Beaver Board not only for show-windows but for drop-ceilings, partitions or entire walls and ceilings for any type of building, new or remodeled.

Booklet "Beaver Board and its Uses" sent free.

The Beaver Companies

United States: 156 Beaver Road, Bnffalo, N. Y.
Canada: 356 Wall St., Beaverdale, Ottawa,
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD
PURE WOOD FIBRE

The Silent Appeal

of your goods to the eye of the customer is stronger than any argument you can use in their favor. This silent appeal finds its best expression in the

Silent Salesman
TRADE MARK

ALL-GLASS SHOW CASE

This wonderful case has been proven by thousands of merchants to be the best trade booster you can possibly put in your store. It makes its appeal by its rich beauty, and because there is no frame, angle, screw or clamp of any kind to interfere with a perfect view of the goods within. It allows a flood of light to fall on the goods from every direction.

Try it in Your Store. You will Want More, After Yau Have Had Your First One For a While.

We make both indoor and outside show cases. Our booklet, "The Value of Display," sent free on request. Address Dept. B.

DETROIT SHOW CASE CO.

Show Case Makers to Progressive Merchants.

476-490 Fort Street, W. DETROIT, MICH.

Get Our Book on Modern Store Front Construction.

New York Salesroom, 738 Broadway. Leo A. Feldman, Selling Agent.

to create the opportunity to put his talents into effect. In order that he may create that opportunity he must have a pretty thorough knowledge of merchandise and the problems of merchandising; he must have tact, the knack of suggestion, and the power to express his ideas in a convincing manner.

True, these considerations do not apply so aptly to the trimmer who is working under a head trimmer, because he has some one else to procure for him his opportunities. Yet even here the qualities I have mentioned may be used to enlarge his opportunities and to compel recognition of his ability.

Just one thought more: Window trimming is an art and there is no limit to one's success in art. It may seem that the loftiest heights of success and glory have been won, when along comes a master who takes his place far in advance of any former successes. The chief aim of our art is Beauty, and our forces are form and color. In what are the possibilities of our art inferior to the possibilities of the art of painting? The only limitations are in yourself. Develop your powers Go at your work with new hope and vigor and see your successes mount higher and higher. Our art is truly an art of all the arts combined and has for its end not only the creation of things beautiful but the creation of things which will bring about useful results.

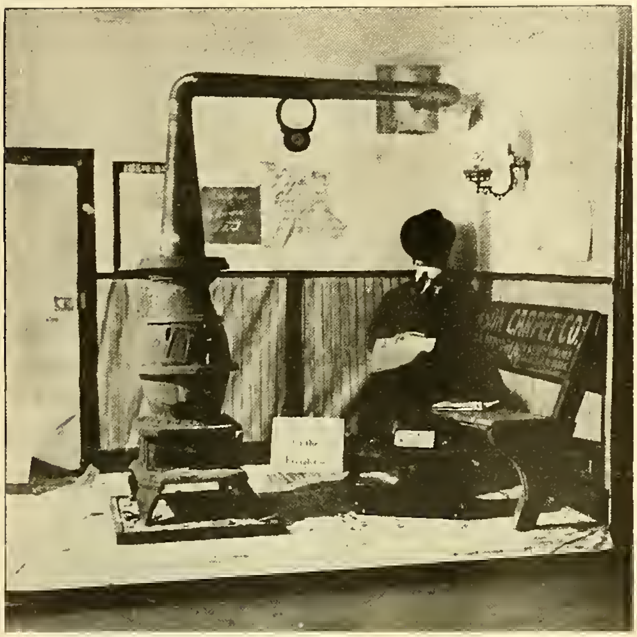


Plate No. 7135. A Convention Window by H. C. Deatz for the A & A Drug Co., Hutchinson, Kans.

This window was designed on the occasion of a commercial travelers' convention that was held in Hutchinson last fall. In the window was arranged a scene that was well calculated to appeal to the memories of every traveling man. The setting represented the waiting room of an old time "tank station" on a railway. The plastering had fallen from the dirty old walls in places, showing the laths of the side walls and ceiling. In the foreground was the rusty old stove and pipe, left standing during the summer months. Around the base was a sand box with the usual amount of peanut shells, burnt matches, cigar stubs, tobacco cans and other trash commonly found in such places. The old brick chimney, supported by brackets, was badly discolored by soot and dirt washed down by the driving winds and rains. On the side wall hung an old coal oil lamp with the customary smoke grimed chimney. On the rods of the ticket window was hung a money order sign and on the adjoining wall was a "$500 Reward" notice. In the foreground was the card "WELCOME U. C. T." with the crescent and sample case representing their emblem. Seated in one corner was a representation of a local character supposed never to have missed his train. He is shown fast asleep, while the hands of the clock point to 2:00 A. M. and a card announces the freight as four hours late. The attractiveness of this window lay in its application and it received a great deal of attention from the delegates to the convention. Pictures were made of it by different photographers and sold on the street.

THE
KADY
SUSPENDER

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

The Kady retails at 50c and 75c.
Prices to Dealers: $4.00 and $4.25 a dozen.

The Midget Pad Garters
Each pair guaranteed. Extra comfortable. Long wearing. Wide variety of colors. Retails at 25c. To Dealers $2.00 a dozen.

Attractive signs and store cards supplied free to the trade. We make all kinds of suspenders, Belts and Garters for men. Write for literature

THE OHIO SUSPENDER CO.
Mansfield Ohio

THE Washington Shirt Co. of Chicago will soon open a clothing department in the basement of their store at the corner of Dearborn and Washington streets. It will be managed by Albert Kahn, who was formerly with Foreman's, and before that manager of the Wells Clothes Shop.

* *

BERNHEIMER'S store in Baltimore makes a practice of offering special bargains on Wednesdays. These specials are designated in the ads by black stars, and they are marked in the store in the same manner. Each special has a card with a big black star. This is a variation of a scheme that is used by many stores.

* *

THERE is no place in the advertising field for a man with cold feet or a quitter. One must have faith in himself and his goods and the nerve to back it up with money. The returns may not come as quickly as anticipated, but they will certainly come in the end.

* *

SOCIAL organizations made up of members of the store force are given much encouragement by most broad minded merchants. These organizations tend toward a better spirit of co-operation among employes and an added loyalty to the store.

Schack—Satisfaction

The name Schack stands for satisfaction—in goods, price and service. We have many customers who have been buying from us since our business started because we have always given them the kind of goods they wanted, when they wanted them and at the prices they wanted.

As long as we remain in business we shall continue to give this service to every customer, no matter whether he be large or small. That is the foundation upon which our business has been built. Good merchandise, good service and little prices have, in a few years made our business the largest of its kind in this country, and we intend to grow still more in the future through deserving the good will of every customer. Here are three sample letters taken from our extensive correspondence:

Display of L. E. Nobles & Co., in Which Schack Flowers Were Used.

L. E. NOBLES & CO.

Clothing, Hats, Shoes
and Furnishing Goods
for Men and Boys

No. 29 SOUTH PALAFOX STREET

Pensacola, Fla.,
Dec. 17, 1912.

Schack Artificial Flower Co.

Gentlemen: We are sending you a picture taken of our window, trimmed exclusively with your flowers, by Mr. L. B. Guttman, trimmer. We must state that the flowers have been greatly admired, and helped a great deal to make our windows draw business. Thanking you for your kindness and assuring you that all our business in this line will be through you all, we remain,

Yours very truly,
L. E. NOBLES & CO.,
Per L. E. Nobles.

NEW ENGLAND FURNITURE & CARPET CO.

MINNEAPOLIS

Office of the President

December 23, 1912.

Mr. Joseph Schack, 1677 Milwaukee Ave., Chicago.

Dear Sir: I take this opportunity of thanking you for the manner in which you have taken care of our orders during the past year, and the general spirit of co-operation displayed in connection with the responsibilities of our Mr. Arthur W. Lindblom.

It is a pleasure to review such relations, which I trust may continue during the coming year.

Yours very truly,
W. L. HARRIS, President.

BURTON-PEEL DRY GOODS CO.

General Office
PARIS, TEXAS

BRANCHES
Corsicana, Texas
Texarkana, Texas

Paris, Texas, Dec. 16, 1912.

Schack Artificial Flower Co., Chicago, Ill.

Gentlemen: Am sending you picture of window in which Excello and red and white poinsettias were used. Everybody says that these decorations were in every respect the best we have ever had, and I agree with them. Schack flowers and other decorative materials certainly give splendid satisfaction and they are so reasonable in price that every decorator should use them. Better decorations could not be had at any price.

Allow me to thank you for the careful and satisfactory way in which you have always taken care of my orders, of which I hope to send you many more in the future, I am,

Yours respectfully,
CHAS. SMILEY, Decorator.

Send for Our New Spring Circular and We Will Promise You Equal Satisfaction

Schack Artificial Flower Co., (Inc.) 1739-41 Milwaukee Ave.
CHICAGO

FOR OUR ADVERTISERS

Economist Training School

The accompanying cut shows one of the three rooms trimmed by the Economist Training School students in honor of the Dry Goods Economist Semi-Annual Imported Garment Show.

This show is held in the rooms of the Dry Goods Economist and portrays the spring styles. At this time the draping instructors originate and arrange the new fabric drapes for the coming season. The decorative design in this display was originated by Mr. G. A. Smith, the decorative idea being to portray Japanese Garden Scene, which was tastefully carried out in lavender wisteria and other Japanese decorative embellishments and scenic paintings. This idea offers a good suggestion for department store trimming in a showing of a similar nature.

Owing to the continued success of the Economist Training School in its various branches of instruction in Advertising, Window Trimming and Show Card Writing, the present quarters of the school room will be enlarged to occupy again as much floor space and many window backgrounds and other equipments will be installed for still greater improvements.

The lecturing staff which supplements the regular class instruction, now consists of twenty lecturers and many new lectures will be added of timely and interesting value to our January class work.

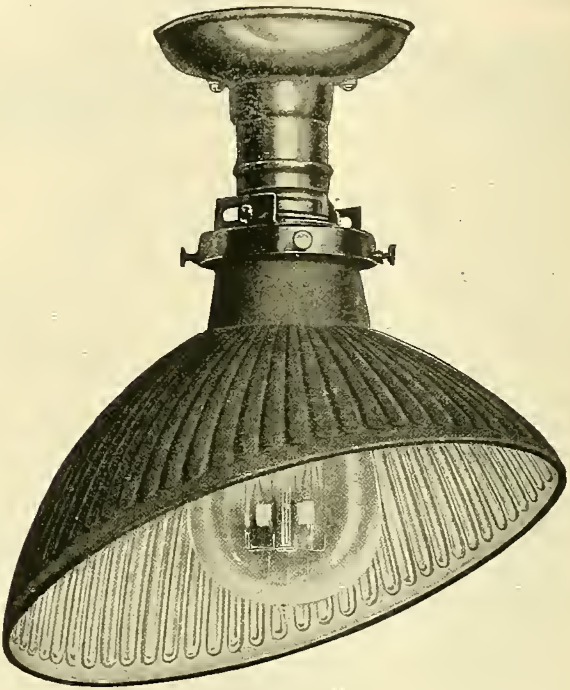
A new lecture consisting of stereopticon views, showing the windows in the leading cities of the United States, is given by Mr. A. E. Hurst. This lecture is called a "Trip Across the Continent, Viewing the Leading Windows and Leading Stores." It has taken years to compile photographs for this particular talk and is only made possible by close co-operation with the leading window trimmers of the United States through the Dry Goods Economist and other mediums.

"3-in-1" Airbrush

Every window trimmer or card writer has so many uses for an air brush that it is very poor economy to be without one. It is one of the greatest time saving devices ever invented and excellent brushes are now offered at a very reasonable price. The Paasche Air Brush Co. of Chicago has placed on the market an exceptionally practical and inexpensive air brush that is particularly adapted to the uses of the window dresser and show card writer. It is simple in construction and not likely to get out of order, and its range of work is remarkable. This brush can be used to distribute the color in anything from a fine, even pen line up to the heaviest work. For shading show cards it is unsurpassed. The color cup is underslung and quickly detachable which is conducive to quick work. By having an assortment of bottles, the operator can change from one color to another with great rapidity, and this is a big consideration with the card writer who has to work at top speed. Paasche air brushes have been on the market so long that they are well known to the profession. More of them are being used every day and they are giving universal satisfaction.

New Window Reflector

The above cut illustrates the new show window reflector, recently put on the market by the Pittsburgh Reflector & Illuminating Co., of Pittsburgh, Pa. This reflector is designed on the same high efficiency lines as the other show window reflectors gotten out by this concern, but is gotten up to meet the need of a reflector for medium and low show windows, where it is desirable to use not over a 60-watt lamp. The shape is clearly shown in the cut. The reflector is of glass, heavily silvered, with a protecting backing which renders the plating unaffected by temperature, changes or by moisture, and the reflectors are, therefore, quite durable, maintaing their efficiency, and will not become dull or lose their life, as do most mirrored reflectors. A desirable feature about this reflector is the adjustable holder, which is furnished with it and which allows the reflector to be tilted forward or back so that the light may be directed exactly on the show window trim at the point desired.



Mr. Frederick A. Watkins, of 565 W. Washington St., Chicago, Ill., district sales agent for these reflectors, is looking after the business in the central west and reports that the new reflector is "attracting a great deal of attention."

JAPANESE matting of a fine quality as a covering for window backgrounds produces a very satisfactory effect if it is applied in a careful manner. It should be tacked on perfectly smooth and then laid off in panels with finished wooden strips about two inches wide. For a decorative effect, a stenciled design may be put on with turpentine color.

ONCE more the season of frosted windows is at hand and in Northern cities thousands of windows will be out of commission off and on throughout the winter. There is no excuse for frosted windows as this evil can be positively remedied by proper construction.

Here Is An *All Glass* Show Case

that is a favorite with thousands of live merchants and would surely be in your store to the exclusion of all others if you knew how really superior it is in construction in all that goes to make

Time Saver SHOW CASES

The Acme of Perfection

The Only Construction of a cemented together all glass show case. It is not necessary to remind you that this construction means uncommon strength, keeps out all dust and foreign matter. In short, it is the real display case that will continue to be a selling force for your goods as well as an ornament in your store for all time.

Please write for prices and full particulars.

Saginaw Show Case Co., Ltd., Saginaw, W. S. Mich.

SPECIAL DESIGNS For SPRING

Do you need a little expert advice and assistance as to your Easter displays? If so, we can help you. We are specialists in this line. For years we have been helping to design and install the displays of some of the best State Street stores. We can give you the same service and the same class of displays we give them at a price you can easily afford to pay. Probably we can save you money while making your windows better. We will design and install your window complete, or co-operate with the trimmer in any part of the work.

SPECIALTIES FOR EASTER

We have a number of unusually fine features for Spring Opening Windows. These include Complete Backgrounds, Urns, Screens, Pedestals, Dividers, etc. All of these are of our own designing and are new. They come in sets of from one to three pieces and will add much to any display.

For decorators who do their own work, we have an exclusive line of relief ornaments in antique, gold or ivory finish.

We can also supply special gold bronze, gold liquid and glazing colors.

Write us about your Spring Windows

J C Bodine BODINE & BLACK L. C. Black

Designers of Windows That Bring Results

856 N. STATE ST. Phone North 4136 CHICAGO

SNOWBERRY

Perfect Air Brush Inks

Thoroughly waterproof. Bright and brilliant in tone.

Sample order—7 pints, assorted colors, $4.00 } F.O.B. New York

Sample order—7 half pints, assorted colors........ 2.25

Snowberry Letter Paint

A new water paint that is waterproof. Will not run or become sticky in warm or damp weather. Black and in all colors.

ROBERT HOSKIN, Manufacturer

625 Greenwich St., NEW YORK

"FIRST HANDS" in PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialities and souvenirs. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 222 S. Market St., Chicago; 120 big pages; illustrated; $2 a year; 20c a copy, mail or at news-stands. No free copies.

DISPLAY FIXTURES

LATEST AND BEST DESIGNS OF ALL KINDS OF FIXTURES

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

Factory at
43 East 8th Street

Office and Display Rooms
738 Broadway, NEW YORK

BEFORE ORDERING YOUR DECORATIONS SEND FOR OUR SPRING AND EASTER CIRCULAR.

CHICAGO ARTIFICIAL FLOWER COMPANY

4813-15 NORTH 40th AVENUE :: :: :: CHICAGO, ILLINOIS

Over 50 different sizes and styles in MARKING, SHADING, PLAIN, SPECIAL and BORDER PENS for all practical SHOW CARD WORK, LETTERING, ETC.

AUTOMATIC SIGN PENS (WHOLESALE and RETAIL) Accurate lettering is easily and rapidly done with our reliable Automatic Pens and Inks. They are the product of over Thirty Years experimenting along this line, and combine the desirable features of the Original "J. W. Stoakes" pens and the "Faust" pens, both of which are now manufactured by us. Our factory is equipped with Modern Machinery, which is operated by Skilled Mechanics. All goods are inspected before leaving the factory.

NEW COMPLETE CATALOG FREE.

THE NEWTON AUTOMATIC SHADING PEN CO., Dept. D, Pontiac, Mich., U. S. A.

! ! Of Course ! !

YOUR NEXT BRUSHES

Should be

"Perfect Stroke"

1913 Models Ready

START the New Year **right,** boys! Begin the year's work equipped with the proper tools and your pay envelope will grow fatter.

"Perfect Stroke"

BRUSHES

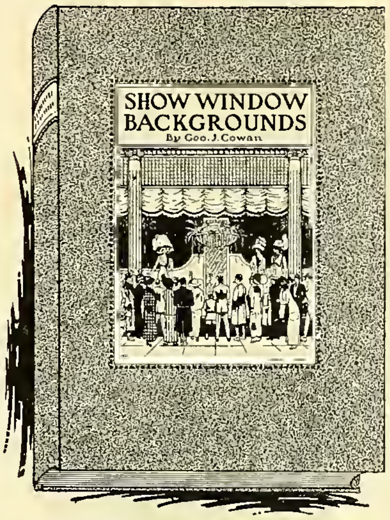
give you confidence. You **feel** their superior quality in every stroke you make. Straight clean-cut lines or broad sweeping curves are all alike to these guaranteed, must-prove-satisfactory-or-money-back brushes.

Made under my personal supervision—the result of many years' experience.

Postcard me TODAY for free catalog and price list.

Bert L. Daily, Dept. E-1 **Dayton, O.**

Featuring "Perfect Stroke,"—the best-behaved brush in the world.



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

2 New Year's Windows.
8 White Goods Windows
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows,
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows,
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds,

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago

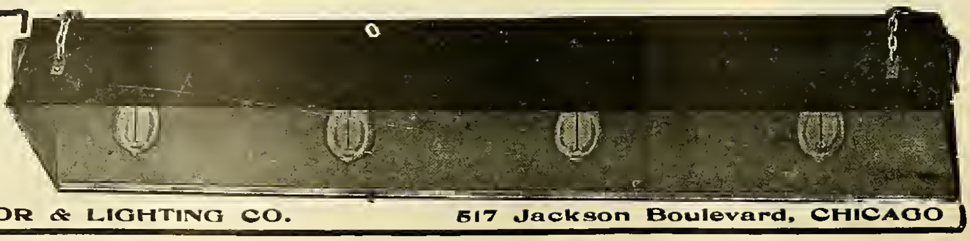
IMITATION **GRASS RUGS** ALL SIZES

Woven for window and interior decorations

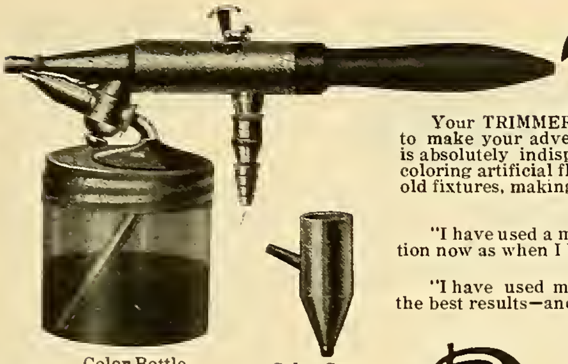
American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street
NEW YORK

Adjustable Window Reflector for Show Windows.

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting **all** the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.



AMERICAN REFLECTOR & LIGHTING CO. 517 Jackson Boulevard, CHICAGO


Color Bottle

Color Cup

One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

The Sale Season is Now at Hand

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering and finishing your old fixtures, making them look like new, and for numerous other purposes.

USERS' OPINIONS.

"I have used a model "H" Air Brush for three years or more and it is giving as much satisfaction now as when I bought it. It has cost me nothing for repairs."
Jas. A. Robinson, care of D. Lewis Co., Elgin, Ohio.

"I have used most every make of air brush but must say that the PAASCHE has given me the best results—and that's what counts."
Hi Mott Allen, Los Angeles, Cal

Our Catalog will interest you—write now.

Paasche Air Brush Co.

MANUFACTURERS
610 Blue Island Ave
CHICAGO, ILL.

$1.00 BUYS COMPLETE SET of PURE RED SABLE ONE STROKE SHOW CARD BRUSHES

GUARANTEED

to be the best Brush You ever used. Outclasses the old style "Rigger"

MY HANDSOME 96 PAGE CATALOG SENT FREE

Chas. J. Strong. Founder

DETROIT SCHOOL OF LETTERING
ESTB. 1899
DETROIT MICH.

Are You Soon Ready?

Stock Boxes, Store Fixtures, Back Grounds, Lattice Work, Pedestals, Tables, Shoe Stands, Etc., Etc.

"That's Us"

Write us today—tell us your spring equipment troubles—we cure

Merchants Display Fixture Company

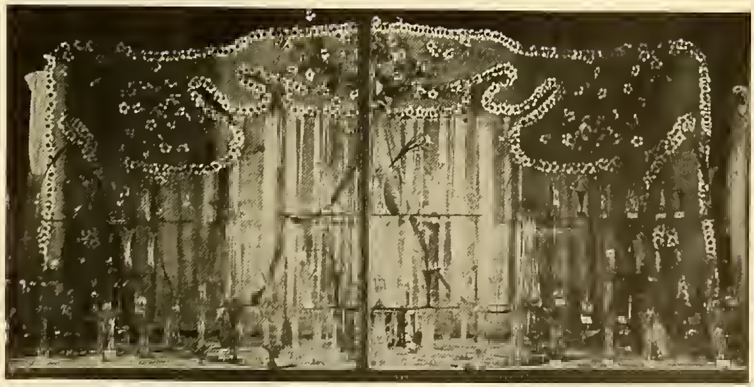
1280 Clybourn Avenue CHICAGO, ILL.

COMPO-BOARD

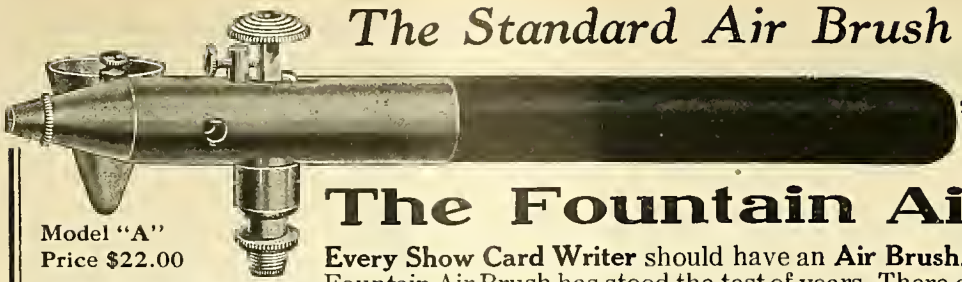
is the best material ever produced for use in stores. It will not *split* or *warp* and can be cut with ordinary carpenter's tools. Compo-Board is a splendid substitute for lath and plaster, holds nails or screws and is handy for many purposes, such as backgrounds, dividers, partitions, lining show cases, etc., etc. in. thick, 4 ft. wide and 8 to 18 ft. long.

Free Sample on Request

Northwestern Compo-Board Company
Minneapolis, Minn. 1404 Lyndale Ave. No.


The Background of this Window was cut out of Compo-Board.

The Standard Air Brush of the World



The Fountain Air Brush

Model "A"
Price $22.00

The Original Pencil Shaped Air Brush.

Every Show Card Writer should have an **Air Brush.** Why not the best? The Fountain Air Brush has stood the test of years. There are now over 20,000 in use. The **Model "A"** illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the model "E." Price, $12.00.

Send for Catalog M-63

THAYER & CHANDLER, 735-739 W. Jackson Blvd., CHICAGO

I Wish My Many Customers, and the Few Who Are Not, a Very Prosperous New Year

My business during the past year has grown far beyond my expectations, which is due to nothing more or less than the superior quality of my goods.

BERT L. DAILY : : DAYTON, O.

Cardwriters Pure Red Sable
One Stroke Flat Brush

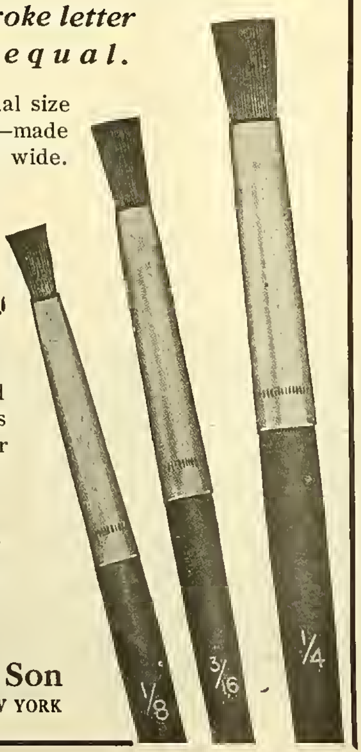
For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair. Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer. Coast Dry Colors ready for use, add water only.



Send 4c in stamps for our Catalogue. Now ready.

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK

Bissell's

Genuine Red Sable

SHOW CARD BRUSHES

in three popular styles that will meet all **your** requirements in show card writing.

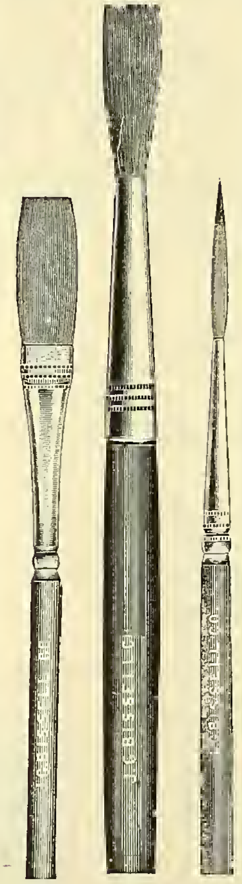
There are no better brushes made than Bissell's—and there aren't going to be. They represent the best that skill, money and experience can produce. If we charged you twice as much we could not give you better material or workmanship.

We believe you will eventually use **Bissell's Brushes**—why not order a set today? We guarantee them. Return them if not satisfactory, and we will refund the amount paid—but give them a trial.

We have arranged the following sets for your convenience at a special price:

SET No. 1—Red Sable, "Flat Stroke," 5 sizes—¼, 5/16, ⅜, ½, ⅝ in. - - - - - - - - - -	*$4.00*
SET No. 2—Red Sable, "Flat Stroke," 3 sizes, ¼, ⅜, ⅝ in -	*2.45*
SET No. 3—Red Sable "Show Card," 12 sizes, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 - - - -	*8.00*
SET No. 4—Red Sable "Show Card," 6 sizes—2, 4, 6, 8, 10, 12	*1.30*
SET No. 5—Red Sable, "Script," 6 sizes—1. 2 3, 4, 5, 6 - - -	*1.25*

Send for Our Brush Pamphlet



¼ in. "Flat Stroke" No. 11 "Show Card" No. 2 "Script"

It will assist you in making your own selection. Remember—we guarantee every brush.

J. G. BISSELL COMPANY
49 Barclay Street, - - - - - - New York

Manufacturers of BISSELL'S (satin finish) Show Card Colors

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

HELP WANTED

SALESMAN WANTED—To carry as a side line a legitimate and good selling article. Good commission. See advertisement page 7 this issue. The Oscar Onken Co., Cincinnati, Ohio.

WANTED—Window trimmers everywhere to act as our agents. One in each city. Big commissions. Send for big free book of Window Trims. Polay & Co., Medinah Bldg., Chicago.

POSITION WANTED

POSITION WANTED—Ambitious window trimmer and card writer desires change. Can also act as floorman. Moderate salary. Good references. Address Box 191, care of Merchants Record and Show Window.

POSITION WANTED—Window trimmer and card writer of exceptional ability desires change. Exclusive ready-to-wear and department store experience. Samples and references on request. Address Box 192, care of Merchants Record and Show Window.

POSITION WANTED—As window trimmer and card writer, or as manager of any department in men's wear. Strictly competent and experienced in all lines of men's wear. For particulars, address H. H. H., care of Merchants Record and Show Window.

POSITION WANTED—Trimmer and Card Writer, clothing and men's furnishings. Prefer a good concern in a live city of five to twenty thousand. Samples of work for your inspection. Open for proposition for January 1st. Address Box 188, care of Merchants Record and Show Window.

FOR SALE, ETC.

WINDOW DECORATORS & DISPLAY MEN'S BARGAINS—"Mercantile Decorators" in 4 volumes bound in ¾ Morocco by International Correspondence Schools of Scranton, Pa. Will sell for $10.00 cost $65.00. Write D. W. Riggs, 3329 S. Park Ave., Chicago, Ills.

STORE STOOLS | OIL CLOTH RACKS
Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

Index to Advertisers.

"Air Brush Designs"	00
American Reflector and Lighting Co.	60
American Rug Co.	60
Annual Prize Contest	00
"Art of Decorating"	64
Baldwin, J. L., & Co. (Cash & Pkg. Carriers)	1
Baumann & Co., L.	10
Beaver Companies, The	55
Bicycle Stepladder Co.	5
Bissell Co., J. G.	62
Bodine & Black	59
Botanical Decorating Co.	14-15
Bryan Novelty Mfg. Co.	63
Bryan Show Case Co.	8
"Cardwriter's Charts"	64
Chicago Artificial Flower Co.	60
Crystal Fixture Co.	4
Curtis-Leger Fixture Co.	Back cover
Daily, Bert L.	60-62
Deco Mfg. Co.	9
Detroit School of Lettering	61
Detroit Show Case Co.	55
Eberhard, Joseph F., & Son	62
Economist Training School	51
"Faust's Complete Cardwriter"	00
Feldman, L. A., Fixture Co.	59
Grand Rapids Show Case Co.	53
"Hardware Window Dressing"	64
Hoskin, Robert	59
Illinois Show Case Works	5
International Correspondence Schools	16
Johns-Manville H. W. Co.	Inside front cover
Koester School, The	49
Lamson Co.	4
Lyons, Hugh & Co.	9
Merchants' Display Fixture Co.	61
Milbradt Mfg. Co.	11
National Cash Register Co.	47
Netschert Co., Frank	Inside back cover
Newman Mfg. Co.	6
Newton Automatic Shading Pen Co.	60
Northwestern Compo-Board Co.	61
Norwich Nickel & Brass Co.	Inside front cover
Novelty News	59
Ohio Suspender Co.	56
Onken Co., Oscar	7
Paasche Air Brush Co.	61
Palmenberg's, J. R., Sons	55
Pittsburgh Reflector & Illuminating Co.	11
Piqua Bracket Co.	5
Polay Fixture Service	10
Quincy Show Case Works	11
Reflector & Hardware Specialty Mfg. Co.	8
Saginaw Show Case Co., Ltd.	59
"Sales Plans"	64
Schack Artificial Flower Co.	12-13-57
"Show Window Backgrounds"	60
"Store Management," Complete	00
"Strong's Book of Designs"	00
Thayer & Chandler	62
Wants, For Sale, etc.	63
Watkins, Frederick A.	11
Welch Mfg. Co.	2
Wilmarth Show Case Co.	3
Winter, M. Lumber Co.	4

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THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. **Over 18,000 readers monthly.**

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of **$3.50.**

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of **$2.50.**

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of **$2.50.**

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of **$1.50.**

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	**$5.00**
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	**4.00**
"Sales Plans," prepaid and Merchants Record and Show Window, one year	**4.00**
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	**3.00**

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. **Only one book at reduced price with each yearly subscription. NOTE**—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the porfolio desired must be requested with order accompanied by remittance of $2.00.

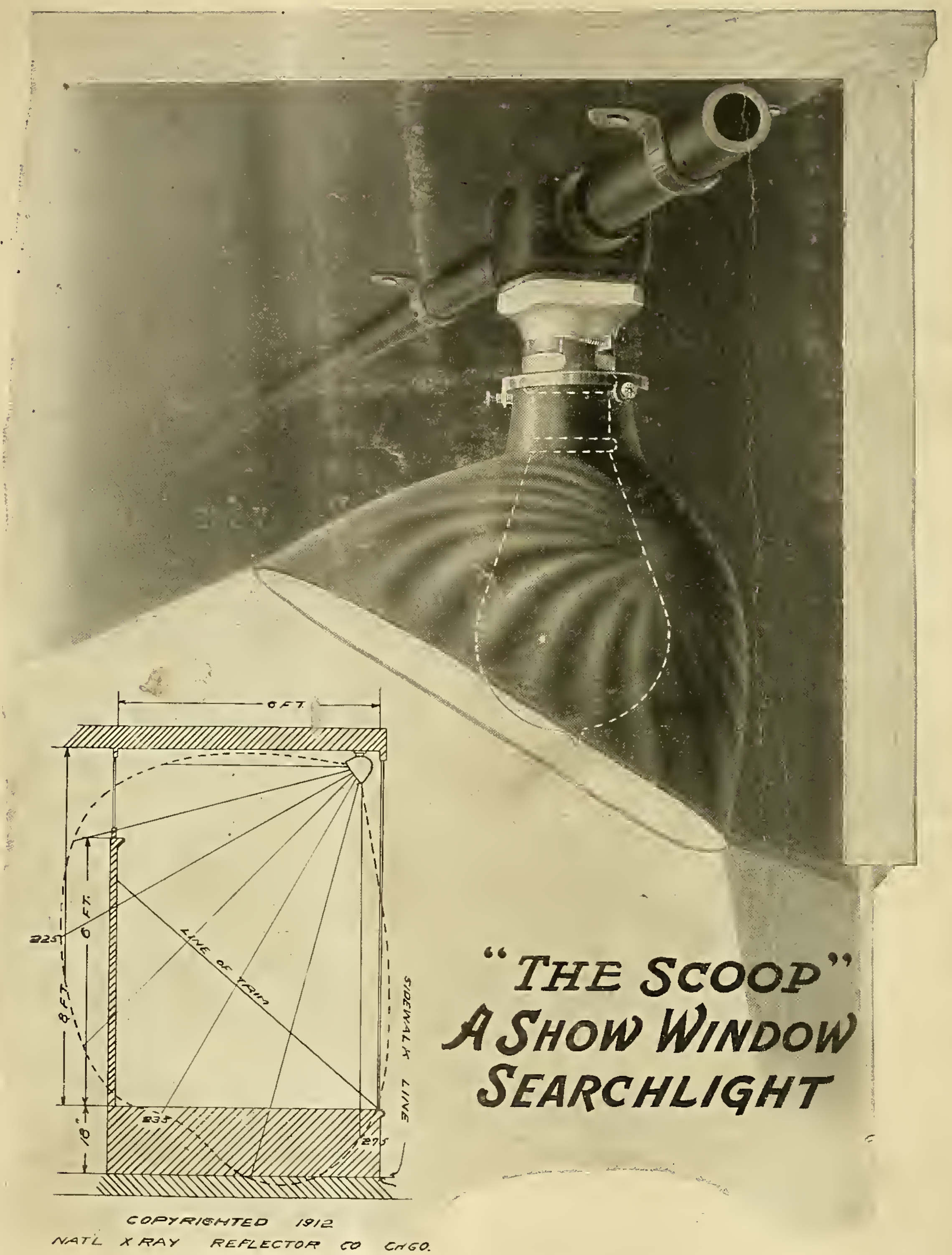
This natural prepared Florida Smilax is everlasting, fireproof and can be had in any color desired; can be used over and over again in connection with Spring Flowers, as Wistarias, Daffodils, Dogwood Flowers, Apple, Pear or Peach Blossoms

Ready for the Asking

Our 36-page Spring Catalogue for the season of 1913, 11x16 inches, No. 41, showing a lot of new and novel decorative ideas in colors. Natural prepared Austral and Maidenhair Ferns and Magnolia Branches, superior in quality, and cheaper than the imported goods, can be had in any color as white, pink, blue, lavender, yellow, green or any special color made to order. We make anything and everything suitable for Window or Interior Decorations.

Frank Netschert Co.

39 Barclay Street, New York



"THE SCOOP"
A SHOW WINDOW SEARCHLIGHT
6 FT.
6 FT.
8 FT.
18"
225
235
275
LINE OF TRIM
SIDEWALK LINE
COPYRIGHTED 1912
NATL X RAY REFLECTOR CO CHGO.

FROM COAST TO COAST

and in every town between, the best show windows are illuminated by our *window searchlights.*

Especially designed for windows of various sizes and shapes, they direct ALL the light produced upon the goods displayed, none being wasted upon top and ends of windows or upon the sidewalk without.

A brilliant effect results with no increase in current consumption and often at a great saving.

Correct practice in concealing the lamps from view produces an effect as of a miniature stage brilliantly illuminated.

WRITE US NOW FOR FURTHER PARTICULARS AND PRICES
THE SERVICES OF OUR ENGINEERING DEPARTMENT ARE AT YOUR COMMAND

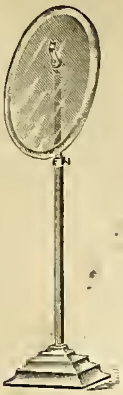
CURTIS-LEGER FIXTURE CO. 237 W. JACKSON BOULEVARD, CHICAGO

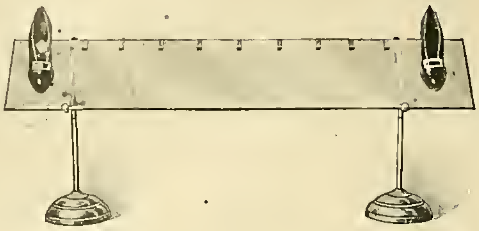
VOL. XXXII FEBRUARY, 1913 No. 2

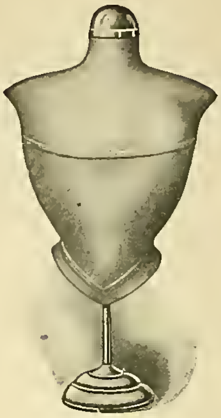
MERCHANTS RECORD AND SHOW WINDOW

CHICAGO

Norwich Fixtures







The Best There Is in Fixtures
Try them and you will agree with us

Made of brass stock everywhere possible in seventeen finishes. Our catalog—gives full descriptions and prices—Send for one.

THE NORWICH NICKEL & BRASS CO.
NEW YORK 712 Broadway
NORWICH, CONN.
BOSTON 26 Kingston St.

The Light That Never Fails to Please
FRINK Semi-Indirect Lighting Fixtures

This illustration shows one of the largest Hosiery Departments in the country where over $10,000,000.00 worth of hosiery is sold annually.

This enormous area is illuminated with a powerful, though softly toned, diffused light from the FRINK SEMI-INDIRECT lighting fixtures. These fixtures were selected in preference to any other form of lighting with the result that this room is distinctive by being one of the best examples of illumination for commercial purposes on record.

State your requirements to the Engineering Department of our nearest branch, and our recommendation, if followed, will include a guarantee of satisfaction.

Wholesale Hosiery Dept., Lord & Taylor, New York.

Our practical booklet, "MODERN STORE ILLUMINATION" is free upon request.

H. W. JOHNS-MANVILLE CO.
SOLE SELLING AGENTS FOR FRINK PRODUCTS

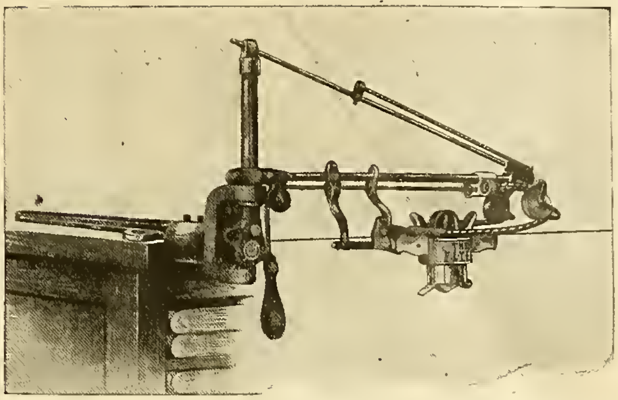
MANUFACTURERS OF ASBESTOS AND MAGNESIA PRODUCTS
ASBESTOS
ASBESTOS ROOFINGS. PACKINGS, ELECTRICAL SUPPLIES, ETC,

Albany
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Dallas
Detroit
Indianapolis
Kansas City
Los Angeles
Louisville
Milwaukee
Minneapolis
New Orleans
New York
Omaha
Philadelphia
Pittsburgh
San Francisco
Seattle
St. Louis
Syracuse

1873

For Canada:—THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Toronto
Montreal
Winnipeg
Vancouver

You Will Want to Improve Your Store Service



Which means the services of an expert will be valuable to you. By filling out the coupon below you can obtain the services of an expert free of cost, and at the same time get posted regarding the best carrier to install in your particular store.

No. 1—J. M. Carroll & Co., Chicago
No. 2—Andrew S. Thomas, Chicago
No. 3—Marshall Field & Co., Chicago

Up-to-date Stores Using
Baldwin's Cash and Package Systems

The Baldwin Flyer Cash and Package Carriers could not be improved from the mechanical end—so we have so improved their looks and the method of installation that they can be installed without the use of old-fashioned braces and guy-wires.

Mr. James L. Baldwin will personally superintend and plan your installation thus assuring you that your carrier problems will be solved right. There is a great advantage to you in dealing personally with one of the greatest carrier experts in the country. It is this personal attention by Mr. Baldwin and his experts that contributes so much to the very wonderful success of this business. It also assures you a perfect transmission service.

Give **us** a chance before you decide. Put your problem up to

James L. Baldwin Carrier Co.

352 W. Madison Street, Chicago

SAN FRANCISCO OFFICE
Room 125 Hansford Block

LOUISVILLE KY., OFFICE
1409 Inter-Southern Bldg.

PLEASE USE THIS COUPON—CUT HERE

JAMES L. BALDWIN CARRIER CO., Date________________
352 W. Madison St., Chicago, Ill.

Please send me your catalog and also suggest to me how I can improve my Cash System. The size of my store is__________ft. by__________ft. I am now using

____

Give here number of stations of cash or package carriers or cash registers

I carry the following lines of goods________________________

____

I am interested in

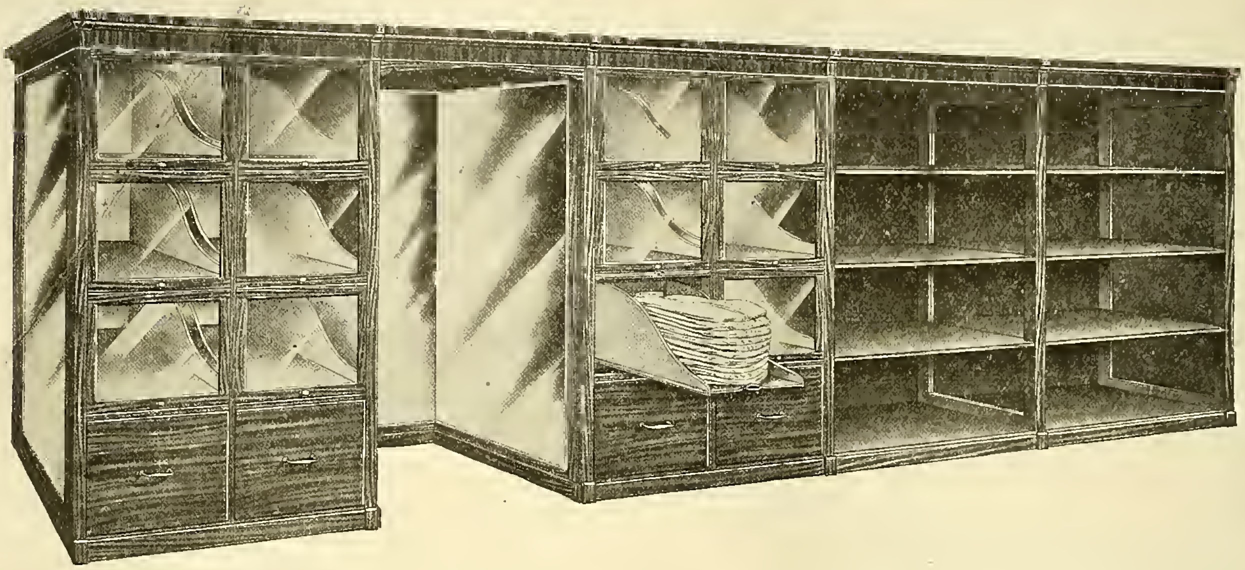
- ☐ **Package Carriers**
- ☐ **Cash Carriers**
- ☐ **Up-Shoot Carriers**
- ☐ **Over-Shoot Carriers**
- ☐ **Curved-Line Carriers**
- ☐ **Lift Carriers**

Yours truly,

Name____________________
Town____________________
State____________________

Wilmarth UNIT EQUIPMENT

THE CASE WITH A CONSCIENCE



We Equip Your Store Complete

Our great store fixture factory, in the greatest furniture city in the world, can equip your store *better* and *cheaper* than is possible by any other method.

Not only will the work be done better and at least expense, but the fixtures, themselves, will be designed especially for holding the different lines of merchandise. These fixtures are the development of years of experience in fitting up thousands of the best stores in the country.

We have recently perfected a complete line of Unit Equipment, whereby each case is a separate section or unit that fits into any other unit and when assembled makes a complete, harmoniously built store outfit. We picture above how our Muslin Underwear Units and Shelving Units fit together.

There are such a variety of cases, each one with the numerous advantages that we suggest, that you write us today for our complete catalog, showing you the entire line of equipment.

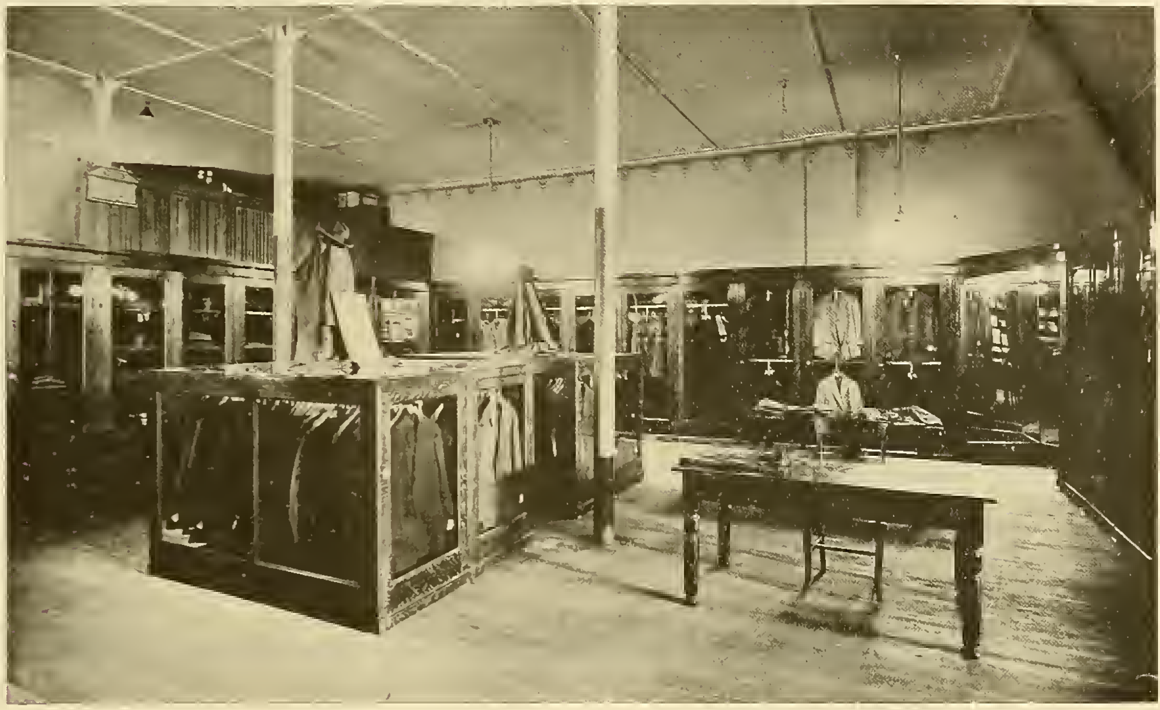
See the Wilmarth *Unit* Equipment Before You Buy Fixtures

Wilmarth Show Case Co.

GRAND RAPIDS, :: :: :: :: MICHIGAN

Demonstration is the best proof—

That is the very reason why we want to *show* you how to improve your store, probably increase its capacity 50%, thus enabling you to handle the merchandise in a more attractive, economical manner.



Above cut shows a portion of a clothing department which is equipped with Welch clothing cabinets—part for overcoats and the remainder for complete suits. In one corner of the room a mirror alcove connects the cabinets. In the other corner the two dressing rooms are located so that the doors in front of each act as an alcove when closed. At the rear is a row of disappearing door cabinets which have sliding shelves for trousers. In the middle of the floor are cabinets with glass tops, fronts and sides, so that all the garmets in them are displayed to the very best advantage. There is nothing to interfere with the general view of the store.

This is only one example of what can be done to equip a strictly modern store at a very reasonable expenditure

The expert designing service we offer (FREE) would enable you to secure just as good, if not better, results in equipping your store. Hundreds of merchants, large and small, have been convinced of this fact. We first *proved* it to them—we showed them just how and why it would pay to install WELCH Equipment.

Never before has there been a Revolving Clothing Cabinet on the market that has given such general satisfaction as the Welch Cabinet. In this cabinet every garment can be seen, and by two simple operations, requiring but a fraction of a minute, they can all be brought right out in front of the customer. This is the kind of service even the most critical appreciate. It makes selling easier.

You cannot afford to be without WELCH equipment any longer?

Write for new store equipment book—it's FREE

WELCH MFG. CO., GRAND RAPIDS, MICH.

Chicago Office: 233 W. Jackson Blvd.
New York Office: 732 Broadway

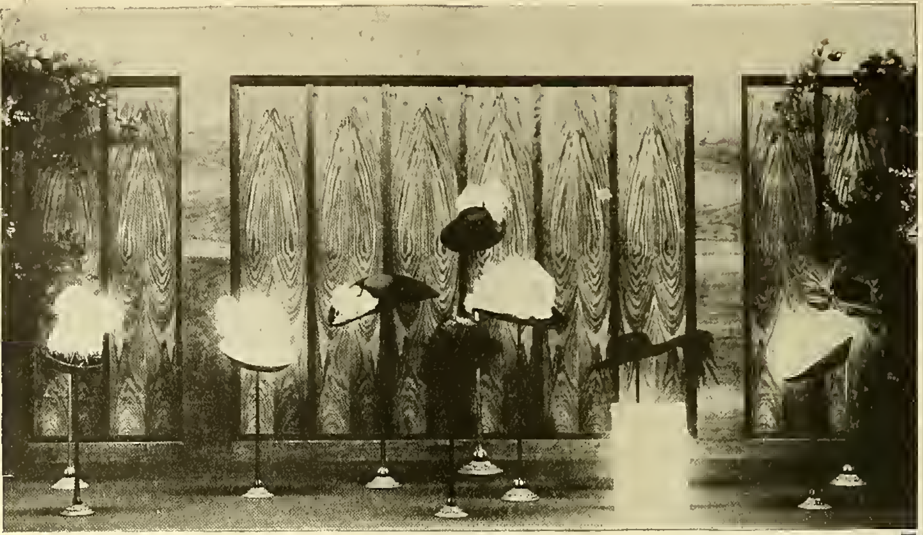
Boston Office: 21 Columbia St.
Pittsburgh Office: House Building
San Francisco Office: 1109 Mission St.

Minneapolis Office: 100 Kasota Building
St. Louis Office: 1118 Washington Ave.

DECO
Backgrounds

DECO Backgrounds are making good wherever installed and have the endorsement of the largest and best stores everywhere.

DECO produces an effect and distinctive appearance that is impossible with any other product and the cost is within reach of any progressive store.



Note the Perfect Matching of Panels in This Circassian Walnut Background

DECO is a thin veneer mounted on composition board by means of our own specially designed and powerful machinery. Cannot warp, buckle, or twist.

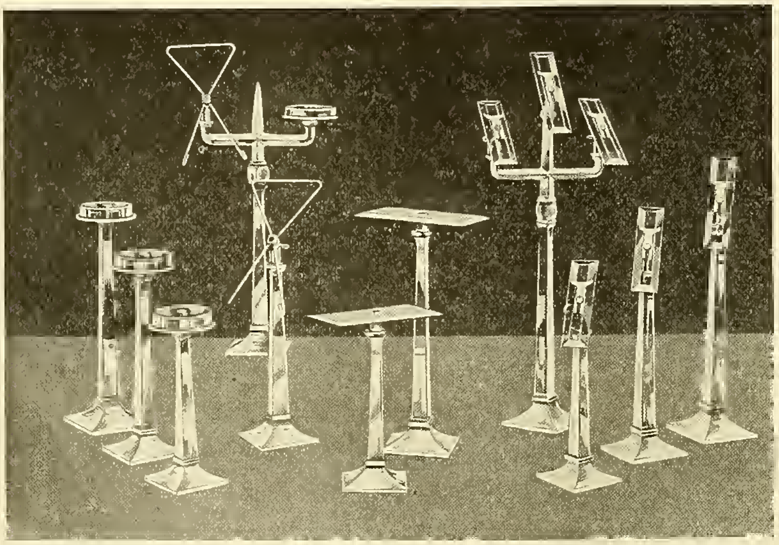
DECO is furnished in all the finest imported woods including Circassian Walnut, Mahogany, Rosewood and Cypress, also in many domestic woods. Natural and novelty finishes in great variety.

WRITE FOR BOOKLET SHOWING COLLECTION OF DECO-BACKGROUNDS

DECO MANUFACTURING COMPANY
INDIANAPOLIS : : : : : INDIANA

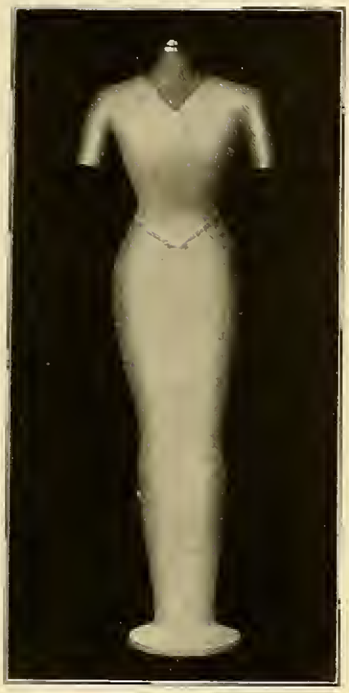
You Need CRYSTAL FIXTURES

and we need you as a customer. The essential part of a successful window display is "Neatness" and "Crystal Fixtures" is the *only* answer. They are not fragile but are of substantial construction—made to stand service.



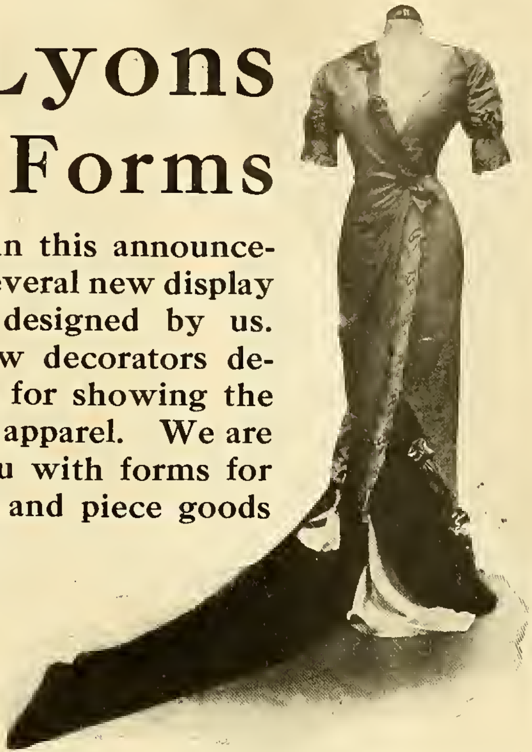
We are spending our good money in an endeavor to get in touch with you. Won't you help us? Catalogue cheerfully sent upon request.

Crystal Fixture Co.
614 W. Adams St. - - - - Chicago



Hugh Lyons Newest Forms

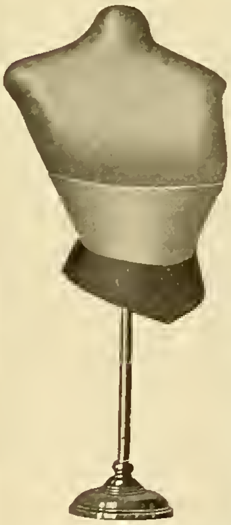
The forms shown in this announcement are examples of several new display forms originated and designed by us. Merchants and window decorators demand up-to-date forms for showing the latest styles in wearing apparel. We are prepared to furnish you with forms for showing gowns, waists and piece goods according to the fashions decreed for the coming Spring season.



This is one of our newly designed full length forms with half arms for accurately showing ready-made gowns or for draping with the latest fabrics and shades. The form is covered with white Jersey and has a removable "V" neck. This removable neck piece is enameled and flesh tinted. We have a similar form without arms.

The above is an illustration of the form shown at the left, draped according to the latest advance styles. Please note the perfect lines in the bust, waist and hips, also the increased effectiveness procured with the half arms.

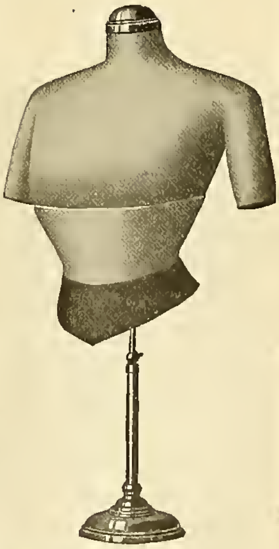
Two-Piece Waist Forms



Our two-piece waist forms possess decided advantages for making attractive trims. We have them in several styles. The upper half of these forms is a dull finish, flesh tinted, perfected by our own exclusive enameling process. The lower part is finished either in velveteen or Jersey; the bottom section is detachable so that the material can be tucked inside the forms. These forms are mounted on any style of metal base and finish desired.

The illustration at the left shows an entirely new waist form with a low rounded top to hold the collar of the waist in position. Window decorators will see at a glance the advantages of this form for displaying the Dutch and other low neck effects.

The illustration at the right has the usual metal top, but is provided with half arms for the more effective and accurate showing of waists and for draping purposes. These half arms are important for showing the fit and effect of short sleeves.

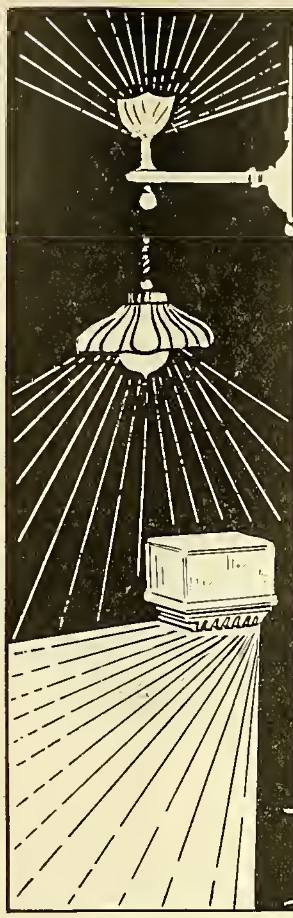


We Also Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Window Dividers, Store Stools, Clothing Cabinets, Triplicate Mirrors, Floor Cases, Wall Cases, Outside Show Cases, etc.

WRITE FOR CATALOGUES AND PRICES

Hugh Lyons and Company, Lansing, Mich.

New York Salesroom, 686 Broadway   Chicago Salesroom, 318 Jackson Blvd.



Gas Light? Electric Light? -- or DAYLIGHT?

Luxfer Prism Transoms have Effective Daylighting Qualities and make for an Ornamental Store Front

Your store **needs** daylight, of course, and our system helps you get **more** daylight than usual conditions permit. Over 34,000 installations demonstrate the effectiveness of the Luxfer Prism Systems for daylighting stores from roof to basement.

Luxfer Prism Transoms will give the maximum light on every floor in which they are installed. Luxfer Sidewalk lights will make a light, bright salesroom out of a dark basement. Luxfer Prism Skylights and Canopies will contribute their share towards cutting down artificial light bills, and making for a light, cheerful store and healthier working conditions.

Twenty-five years' experience makes Luxfer Lighting a scientific certainty, and results from every installation are actually pre-determined. **Wherever artificial light is consumed in the daytime, Luxfer Prisms will effect a tangible saving.** Write for our book "Luxfer Daylighting."

AMERICAN Luxfer Prism COMPANY

OFFICES:

Chicago, Heyworth Bldg.
Boston, 49 Federal Street
Cleveland, 419-20 Citizens' Bldg.
Duluth, 106 W. Michigan Street
Indianapolis, 7 East Market
Kansas City, 948 N. Y. Life Bldg.
Milwaukee, Stroh Bldg.
New York, 507 West Broadway
New Orleans, 904 Hensen Bldg.
Philadelphia, 411 Walnut Street
Rochester, 38 Exchange Street
St. Paul, 615 Ryan Bldg.
Minneapolis, 507 Andrus Bldg.
Dallas, Builders' Exchange
San Francisco, 445-47 Turk Street
Los Angeles, 928 Main Street

Luxfer Prisms

Baine's Adjustable Brackets

are what give this store interior its neat, attractive, business-like appearance. Any class of merchandise can be displayed just as effectively.

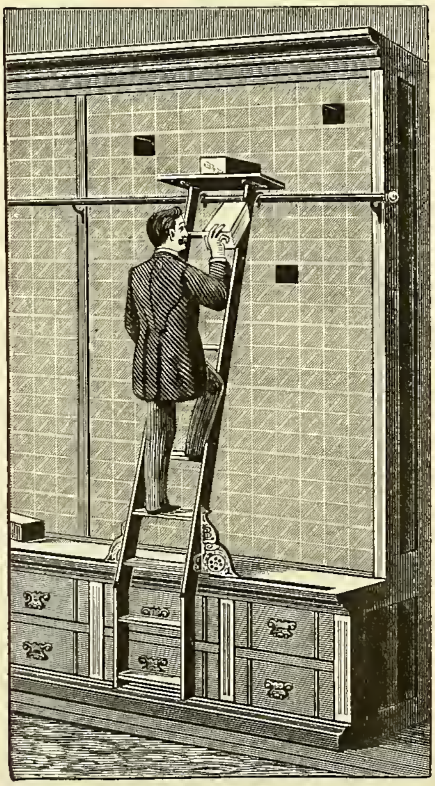
Baine's Adjustable Shelf Brackets

are to be found wherever there are up-to-date, progressive stores, whether large or small. These brackets give fully **30% more shelf room** and add 100% to the appearance of any store.

Write for Particulars

PIQUA BRACKET CO., Piqua, Ohio

The Bicycle Step Ladder

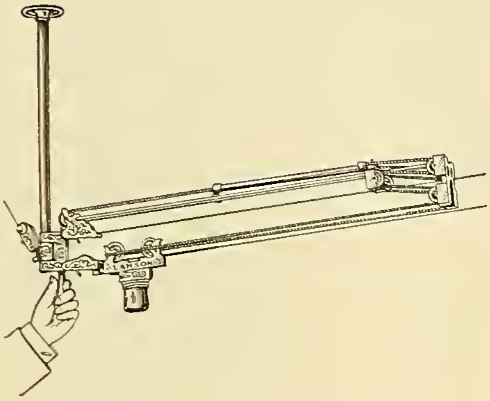


The Newest Neatest, Simplest, Easiest, Operated and Safest Store Ladder made. Ladders are not suspended, but supported from below on wheels. Move easier with operator on than others when empty. Highly finished and very handsome. Made in different grades and prices to suit. Ask about the New Noiseless Track. Send for Illustrated Catalogue and Price List.

See this space next month for other style of ladder.

THE BICYCLE STEP LADDER CO.
61 Randolph Street **CHICAGO, ILL.**

LAMSON



Lamson Carriers CENTRALIZE

LAMSON CENTRALIZATION means one *Central Station* instead of many *scattered* ones. Requires *one* clerk where DECENTRALIZATION requires from *four* to *eight.*

DECENTRALIZATION is the old method long since discarded by wide-awake merchants because of its inefficiency and useless expense.

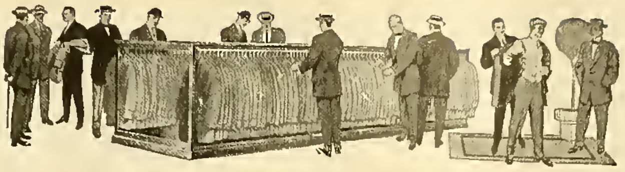
LAMSON SERVICE eliminates congestion, fixes responsibility, removes temptation from clerk and customer—speeds up the whole working staff, and provides, for *"cash" or "charge" "take" "send," "C. O. D."* or *"Transfer" sales.*

ASK YOUR NEIGHBOR

The Lamson Company
BOSTON, U. S. A.

Representatives in all principal cities.

SERVICE



Increase Your Garment Selling Efficiency

by using the most practical garment cabinets to gain effective attention. They display your goods advantageously—keep them from getting soiled and wrinkled—increase your selling possibilities.

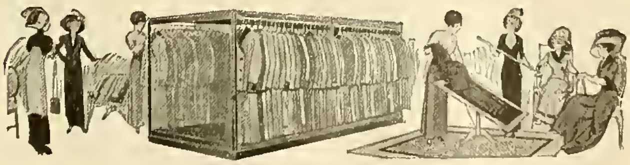
ILLINOIS (Patent) GARMENT CABINETS

will bring your garment department to a higher plane of efficiency because they are time-savers, money-savers, and include many exclusive garment cabinet features. The brains behind the Illinois have produced *perfect* working disappearing doors, eliminated every objectionable sound, designed automatic carriers which are aisle space-savers, and have developed the most modern full visible glass cases.

You will find Illinois Cabinets everything we claim for them. They are modern-to-the-minute—good for large stores and small stores. Ask us to tell you more about them—our catalog is full of garment cabinet information—sent *gratis* on request.

Write for it

Illinois Show Case Works
1735-1743 N. Ashland Ave. :: Chicago, Ill.



Combine Nature's Foliage

For Effective Spring Season Store and Window Decorating

Right now it is cold and wintry throughout the country, especially in the North, but, as you know, Easter will be here on March 23rd, and about then, or shortly after, Spring will break forth upon us with all its welcome freshness.

It is quite absurd to attempt to decorate your windows or interior for Spring with anything but nature's products. Just stop to think of it a moment and you will realize how impossible it is to imitate nature with artificial stuff, especially in the joyous Spring time.

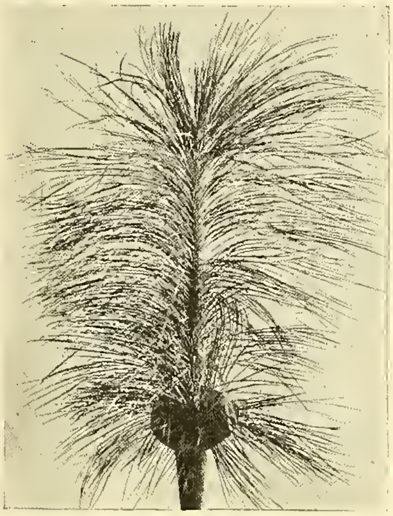
Hundreds of stores are becoming converted every season to the appropriateness of using nature's offerings for their decorations.

Beaven's Southern Wild Smilax

PRESIDENT - ELECT WILSON, in his characteristic positive way, has proclaimed SOUTHERN WILD SMILAX as the official decorative evergreen for the coming Presidential inauguration. We have had the White House Decorations' order for Presidential inaugurations for a generation past.

Easter proclaims Spring and Spring means nature's awakening and freshness in everything about. Consistency in Spring decorations means to use Beaven's Southern Wild Smilax, Magnolia Leaves, Palm Crowns, Palm Leaves, Long Needle Pines, Southern Grey Moss, etc.

Beaven's Floral Decorations (partial list and quotations given below) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected. Write for descriptive booklet.



LONG NEEDLE PINE

This popular green gives just the desired effect and finish to any display.

MAGNOLIA WREATH

It is absolutely impossible to describe in mere words the natural beauty and richness of our Magnolia. It will retain its velvety woods appearance for weeks when used in decoration.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax

No. 1	**$1.00**	No. 3	**$3.00**	No. 5	**$4.00**
No. 2	**2.00**	No. 4	**3.50**	No. 6	**$5.50**

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	**$1.00**
2	200 sq. feet	20 lbs.	**2.00**
3	300 sq. feet	25 lbs.	**3.00**
4	400 sq. feet	30 lbs.	**3.50**
5	500 sq. feet	40 lbs.	**4.00**
6	600 sq. feet	50 lbs.	**4.50**

	Each	Dozen	Per 100.
LONG NEEDLE PINES As beautiful as palms in decorations.	2 ft. **10c**	**$1.00**	**$6.00**
	3 ft. **15c**	**1.50**	**9.00**
	4 ft. **20c**	**2.00**	**11.00**
CHAMAEROPS PALM LEAVES **SABAL PALM LEAVES**	25c per doz., **$2.50** per 100.		
	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS Our native palm plants with their roots removed.	3 ft. **15c**	**$1.50**	**$11.00**
	4 ft. **20c**	**2.25**	**15.00**
	5 ft. **25c**	**3.00**	**20.00**
SOUTHERN GREY MOSS	25 lbs. sack **$3.00**		

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

Edward A. Beaven

Evergreen :: Alabama

H. G. ROWLAND,

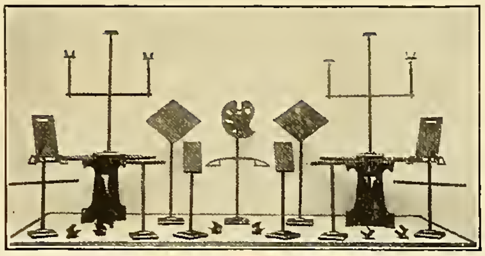
Honesdale, Pa., Nov. 16, 1911

The Oscar Onken Co.,
Cincinnati, Ohio.

Gentlemen:

The "ONKEN YOUNITS" arrived a week ago and we have had time to give them a fair trial. We have heretofore lauded ourselves on constantly changing our windows, and now that we have your outfit we can give the passerby and our customers a better window than ever with less scheming. Our personal feeling toward the ONKEN display is that it's "ABSOLUTELY O. K."

Yours very truly,
H. G. ROWLAND



The Full Set

The above illustration shows the entire set No. **19** INTERCHANGEABLE "YOUNITS" comprising **80** "YOUNITS" to the set. The entire set of YOUNITS is made of well-seasoned oak and nicely finished. The display slabs are of attractive and odd design, fitted with tilted metal adjustment on back for holding them in various positions and angles. The base blocks are double thickness, nicely beveled on edges and fitted with round knobs underneath to elevate base blocks from floor or counter. Upright and Cross Arm "YOUNITS" are of medium thickness stock, so it's possible to make strong display stands, that are not bulky or top heavy. Upright and Cross Arm "YOUNITS" assorted lengths which enable you to make HUNDREDS and HUNDREDS of window trims and as many odd and Standard fixtures.

MOORE BROS. CO., Ltd.

Wallace, Ida., Nov. 1, 1911

The Oscar Onken Co.,
Cincinnati, Ohio.

Dear Sirs:

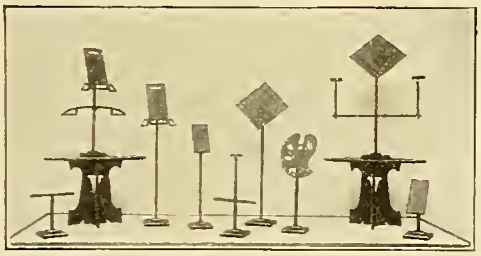
We beg to advise you that we are greatly pleased with your Fixture Outfit of "ONKEN YOUNITS."

We find they are easily adaptable to any window trim desired.

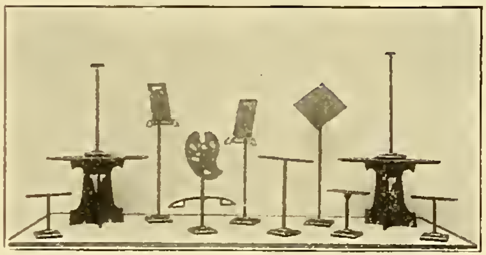
They save time, and have proved very attractive to the passerby.

They ARE NOT ONLY ECONOMICAL, but practicable, and would recommend them to anyone as far superior to the expensive nickel fixtures for results.

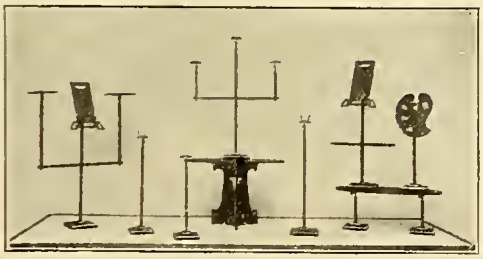
Very sincerely,
MOORE BROS. & CO.



The above arrangement of undraped fixtures makes the **Men's Furnishing** trim shown directly opposite.



The above arrangement of undraped fixtures makes the **Combination Clothing** and **Men's Furnishing** trim shown directly opposite.



The above arrangement of undraped fixtures makes the **Combination Hat** and **Men's Furnishing** trim shown directly opposite.

You Never Need a Tool

I Will Send You Either Set On 30 Days Trial

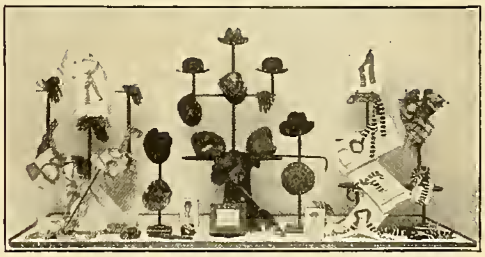
You Can Order Either Set on 30 Days Trial Either Direct from us or Through Your Jobber, and at the End of 30 Days Return at Our Expense if not More Than Satisfactory.

ONKEN YOUNITS

Patented 1911 in United States and Foreign Countries

The **Men's Furnishing** trim shown above was made with only a part of full set **No. 19.**

The **Combination Clothing** and **Men's Furnishing** trim shown above was made with only a part of full set **No. 19.**



The **Combination Hat** and **Men's Furnishing** trim shown abov was made with only a part of full set **No. 19.**

My 2 Sets

Set No. 19	Large enough for two windows and inside store use. **80 YOUNITS**.......	**$25.00**
Set No. 19½	Large enough for one window and inside store use. **42 YOUNITS**............	**$15.00**

F. O. B. Cincinnati Factory.

Finish Made of select oak in three stock finishes. Weathered, Golden or Antique Oak, all in soft, mellow waxed finish.

Storage Chest Each set is put up in a hardwood, hinged-lid storage chest (oiled finish). A place to keep the unused YOUNiTS.

Book of Designs A beautiful book of photographs showing large sized trims made with my YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

THE OSCAR ONKEN CO.

Established 33 Years

No. 661 Fourth Ave.
Cincinnati
Ohio
U. S. A.

Order Through Your Jobber or Direct

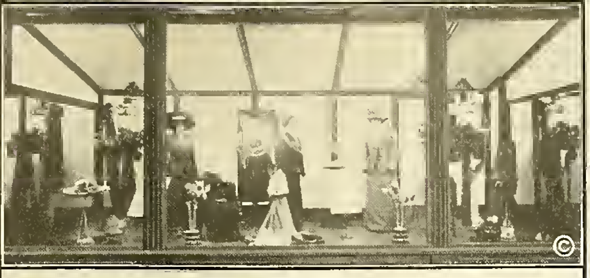
The Oscar Onken Co., 661 Fourth Ave., Cincinnati, Ohio.

Send me your Window Fixture Booklet.

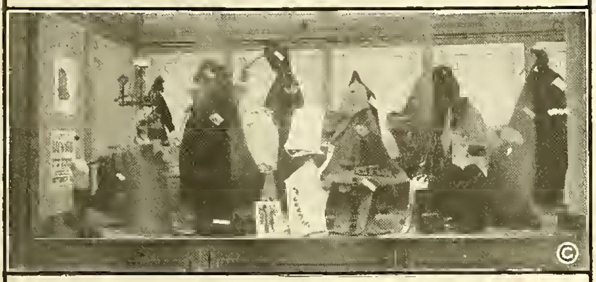
Firm..

City..

Business......................................



Beaver Board used for background in the show window of Bryson Graham, Ltd., Ottawa, Canada.



Window of Bach Brothers, Michigan Ave., Chicago, showing effective stencil treatment of the Beaver Board background.

"Just what I've Been Looking for"

Out of a large number of head window-trimmers 84% used exactly those words—or their equivalent—when Beaver Board was fully explained to them.

It is in fact the very thing that has long been needed for effective and economical window display.

BEAVER BOARD

For Window Trims

It comes in Pure-Wood-Fibre panels, light and yet tough and strong. It makes firm and durable walls for the background of the window; yet it is easily moulded into cylindrical forms for display.

It is ideal material for large signs.

It has a beautiful pebbled surface, admirably adapted to painting. It is very easily cut to shape, put up in place, stored for future use. It permits frequent change of display at economical cost.

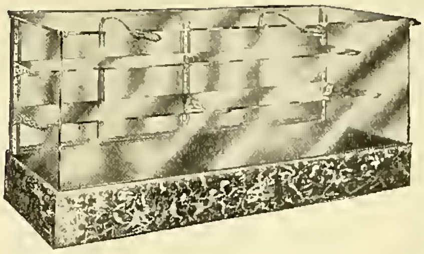
Write for free, illustrated book, "Beaver Board for Window Trim," and painted sample.

GENUINE BEAVER BOARD is patented and has our registered trade-mark on the back of each panel and sample. It has also a light cream color all the way through, that comes only by the use of sanitary, durable PURE-WOOD-FIBRE. Insist on seeing both trade-mark and color before buying.

The Beaver Companies

United States: 157 Beaver Road, Buffalo, N. Y.
Canada: 357 Wall St., Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BOARD
Trade Mark
PURE WOOD FIBRE



Display That Merchandise

Don't hide it. Get it off the shelves and show it as it **should** be shown--bring out all its good points--in

"Quincy Special" Cases

Our cases are superb examples of real show case value. They're built **to last,** to look well, to serve a definite purpose. Made only of finest materials, in many practical and artistic styles. Either oak frame or all plate glass.

Ask for Catalog showing fall lines of Show Cases and Fixtures

Quincy Show Case Works
QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURG, PA. 917 Liberty St.
JACKSONVILLE, FLA., 20-28 Julia St.

The Better Way

Now We're Ready

The Better Way

To Fill Every Window and Display Need

Everything in Window Equipment

Everything in Display Fixtures

Everything in Draping and Display Forms

Everything in Wax Figures and Heads

We Manufacture All of These in Our Own Complete Factory

With the greatest wood-working center of the world as our location, and with the best wood-workers, cabinet makers and finishers to be obtained, we have created the most wonderfully complete, artistically designed, perfectly made and finished line of wood display fixtures and window equipment that has ever been offered to the *merchant who cares*. Our line costs about one-half as much as other good makes of either metal or wood fixtures, for by *concentrating on one thing and specializing in that thing*, we not only build better and at less cost, but we can *positively give you more and better designs*. Now we have completed our line by the addition of a most modern and "up-to-the-minute" Papier Mache and Wax Figure Department, in charge of the greatest of them all, Mr. Jacob Kersten, who has "put over" the best in draping and display figures in papier mache and wax, and whose work needs no introduction to the the trade.

SEE "THE BETTER WAY" BOOK FIRST

Our New Big and Complete Book
Ready February 1

Fixtures for Every Kind of Merchandise

Complete Assortments or Just What You Want to Pick Out

Pedestals and Slabs of Many New Designs

The Clever New Interchangeable Display Dividers

Changeable Window Backgrounds, Pilasters, Panels and Posts

Draping and Display Forms of All Kinds
A Wonderful New Line

Wax Figures and Heads. A Line of Life-Like Figures of Marvelous Expression, Perfectly Made Because Reinforced. They cannot "cave in."

The handsome and unusual drape illustrated above was done for us by Mr. Will H. Bates, and shows a very clever new treatment. The goods used in the waist are draped up onto one of the hat stands in the assortment and used also to trim the hat.

Note what a "corkin" good number this big plateau is. It has hundreds of uses for emphasizing displays of all merchandise, making a "display within a display" from different departments in the store.

TRY THEM AT OUR RISK—"MAKE US PROVE IT"

Send for our Special Offer on complete window outfits for Dry Goods, General and Department Stores, Clothing and Furnishings, and furnishings alone; also our special price on this combination draping and ready-to-wear form shown above and the most complete line of plateaus in all shapes, sizes, and designs ever turned out.

Interchangeable Fixtures Co.

"The Better Way" Makers

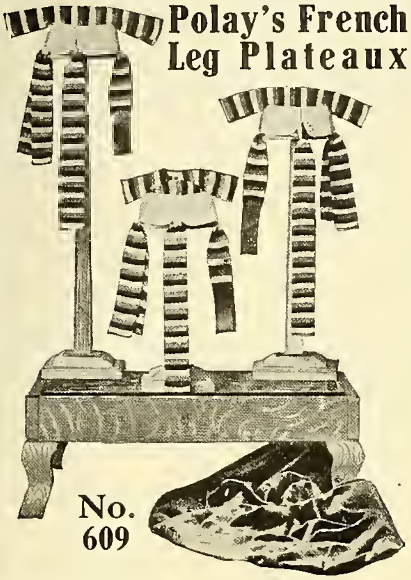
GRAND RAPIDS, MICHIGAN

POLAY'S New Winners For 1913

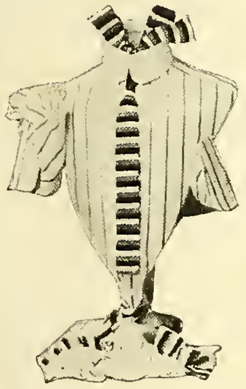
Polay's French Leg Plateaux

No. 609—Polay's New Combination Unit-Plateaux and Neckwear Stands. Sizes of neckwearstands (tapered) 12", 18" and 24". Plateaux stands 8" high, 14" by 24" top. Cut shows the plush drape by use of the removable slab. Made to match any finish.

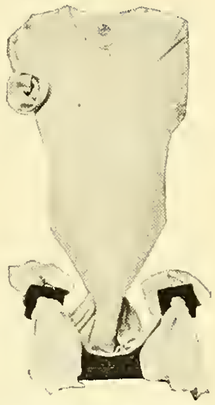
Price complete, **$5.00**



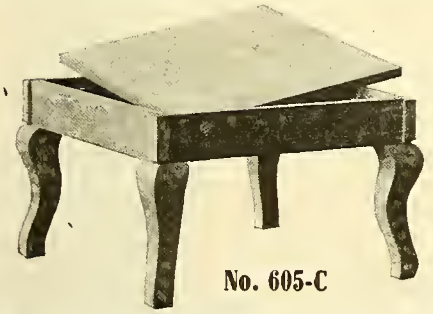
No. 609



No. 601—Polay's New Shirt Bust Form (trimmed), showing the new way of displaying shirts with the bust effect. Adjustable standard; wood base. Made in any finish.......................$1.75



No. 603—Polay's New Union Suit Stand (trimmed). Has tilting top and can be used for displaying other mdse. Price, in any finish.....................$2.50



No. 605-C

No. 605—Polay's new French Leg Plateaux. (Legs and Slab removable) as cut shows. We make these Plateaux in any finish to match your woodwork. Sizes and prices as follows:

No. 605-A—Either Diamond Shape, 18 in.x18 in., or Oblong Shape, 14 in.x24 in., 8 in. height.......................................$3.00

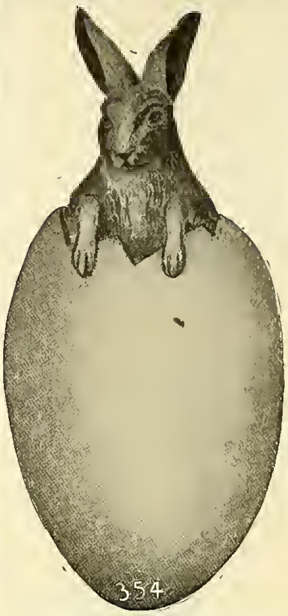
No. 605-B—Either Diamond Shape, 18 in.x18 in., or oblong shape, 14 in.x24 in., 12 in. height.......................................$3.50

No. 605-C—Either Diamond Shape, 18 in.x18 in., or Oblong shape, 14 in.x24 in., 18 in. height.......................................$4.00

POLAY FIXTURE SERVICE
612 MEDINAH BLDG. CHICAGO

Send for our new 32 page catalog. Sent free upon request.

Easter Papier Mache and Floral Decorations



No. 659
Easter Lily vines 40 inches long, made with 6 large lilies and 14 green leaves. Price per doz.
$3.25

$36.00
per gr. vine

No. 652
Easter lily blossoms Single blossom on 14 inch stem with leaves. Flower is 6 inches diameter.
Price per doz.
45c
Price per gross
$4.50

No. 659

No. 354 Peak-a-boo easter egg, rabbit in natural 18 inches, relief 5 inches. Bunny, painted in colors like an oil colors, height 32 inches, width **$2.00** each.

Write for Our Catalogue

American Decorating Co.
405 Irving Park Blvd. Chicago, Ill.

The "Duplex" Stock Box

We make it to fit your shelf—cloth board is used instead of strawboard **and the cover** has a **metal corner.** : : :

BEST EVER

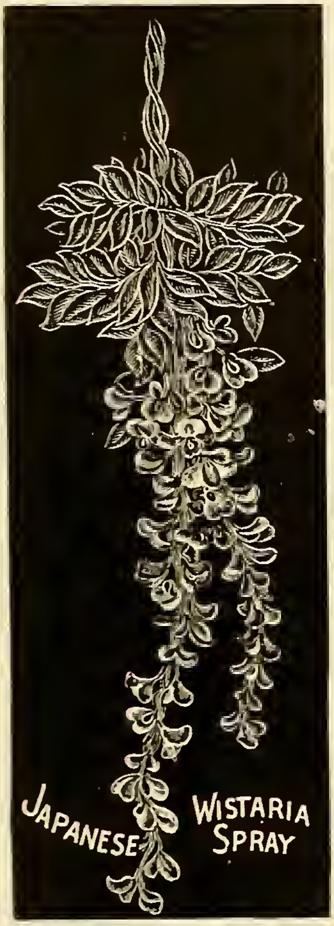
We make background and store fixtures.

"TELL US YOUR TROUBLES."

Merchants Display Fixture Co.
1280 Clybourn Ave. Chicago, Ill.
Phone North 786

Imported or Domestic Flowers

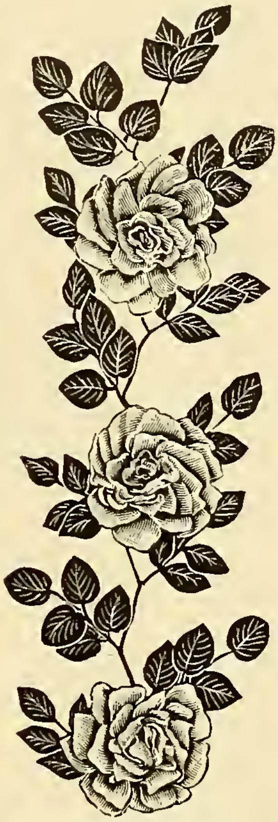
NO matter whether you want the finest imported flowers or the most inexpensive domestic goods, we can give you the best of either kind at the lowest prices. Ours is an "all-round" stock which is the most complete in America, and every article we send out is as perfect as art, skill and good materials can make it. Our new colored spring catalog will convince you that we are the leaders in our field.



JAPANESE WISTERIA SPRAY

This is the handsomest and most natural Wisteria Spray that has ever been produced artificially. The shape and coloring are splendid being specially adapted for spring displays. The flowers are 32 and 27 inches long and the entire length is 48 inches.

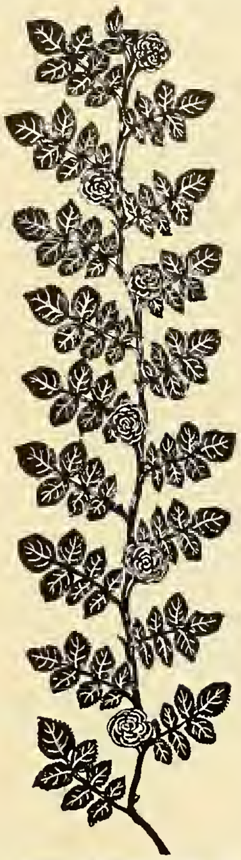
Per Dozen $6.75



LARGE ROSE VINE.

This is an unusually fine rose vine with three magnificent roses and 12 fine leaves to the yard. Red, pink or yellow. State color wanted.

Per Dozen $2.50

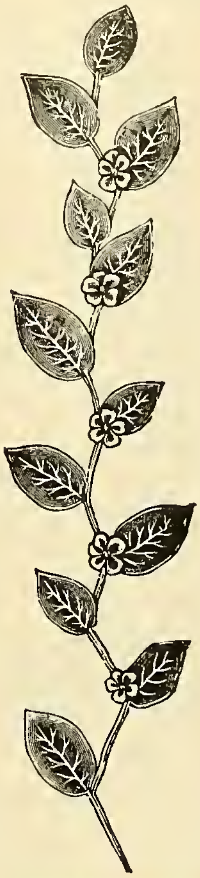


Crimson Rambler Rose Vine

This is one of the most popular roses because it can be used in so many ways and always appears well. Fine foliage.

3 Roses and 12 Leaves to yard. Dozen $2.50. Gross $25.00.

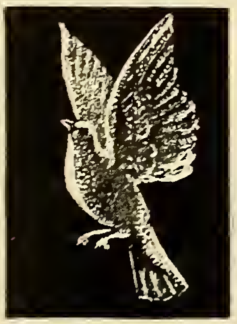
6 Roses and 18 Leaves to yard. Dozen $4.00. Gross $25.00.



APPLE BLOSSOM VINE

Dainty Flowers and fine green leaves. 5 Flowers and 12 Leaves to yard.

Doz. yds. $1.25. Gro. yds. $12.00



WHITE DOVES.

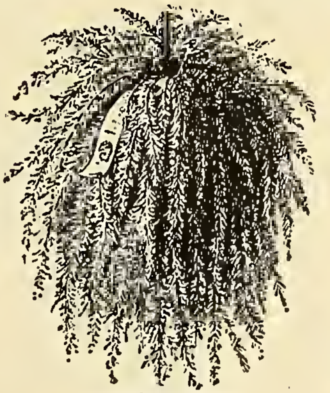
These are selected birds, carefully stuffed and wired so wings may be placed in any position. Very popular for Easter. Used by the best decorators

Each $1.25
Dozen $12.00

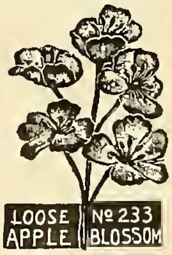
JAPANESE AIR PLANT.

A fine green preserved foliage and very inexpensive. Packed in boxes of 100 plants.

Per Box
$4.50.



Japanese Air Plant



LOOSE APPLE BLOSSOMS

Fine for early spring.

Gross 60c.

In ten gross lots $5.50

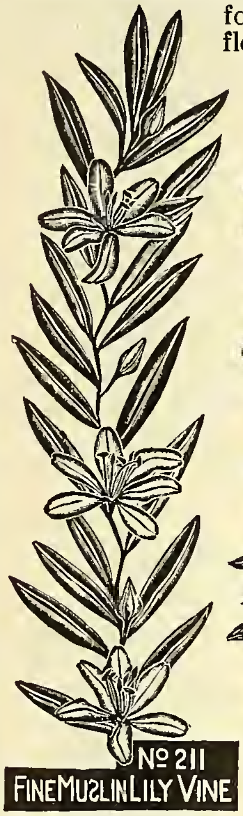
SEND FOR OUR NEW COLORED SPRING CATALOG

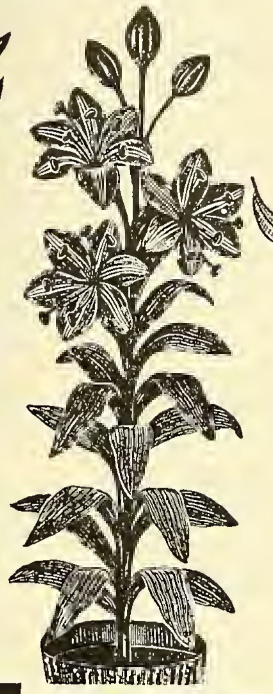
The Botanical Decorating Co., Inc.,

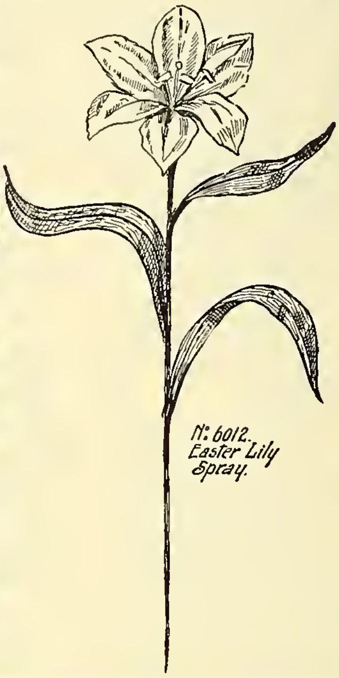
504 S. Fifth Ave.
CHICAGO

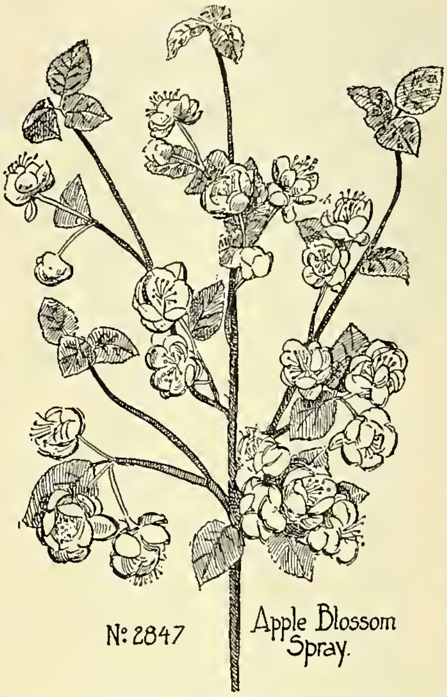
Flowers for Spring

EASTER comes on March 23 this year. That is weeks earlier than usual and you will have to plan your displays and order your flowers as soon as possible. If you have not received our **NEW SPRING CATALOG** in colors, send for one at once. It contains many useful suggestions for your spring windows. For years we have supplied the leading window dressers with flowers because our assortment is largest, our goods the best and our prices lowest.









EASTER LILY VINE

Best quality. This is the finest lily vine that can be made. 3 lilies. 12 leaves to yard.

Dozen **$2.00** Gross. **$21.00**

Same as above in cheaper quality

Dozen. **$1.75** Gross. **$18.00**

No. 525½. Short Stem Easter Lily. Best quality.

Dozen. **50c** Gross. **$5.00**

No. 525. Short Stem Easter Lily. Second quality.

Dozen. **40c** Gross. **$3.75**

EASTER LILY PLANT

with Papier Mache Pot.

A beautiful decorative for the window or for use on shelving or ledge. 24 in. high. 3 lilies. 3 buds. 12 fine leaves.

Each. **60c** Dozen. **$6.00**

Same without pots.

Each. **50c** Dozen. **$5.00**

Same. 36 in. high. with pots, 5 lilies and 5 buds.

Each. **$1.60** Dozen. **$16.00**

Same. 36 in. high. without pots. 5 lilies and 5 buds

Each. **$1.50** Dozen. **$15.00**

LARGE SINGLE EASTER LILY

A splendid flower at a small price. 18 in. high with 3 leaves and handsome single blossom.

Dozen	**$ 1.00**
Gross	**10.00**

APPLE BLOSSOM SPRAY

A fine spring like flower, with dainty foliage, arranged artistically. Makes a beautiful appearance. 30 in. high, 24 blossoms, 18 leaves.

Per doz **$6.00**

Snow Balls (Single)

Our snowballs are perfect in every detail. They are sure to please the most critical trimmer. Furnished in pure white or white tinted with green. State color.

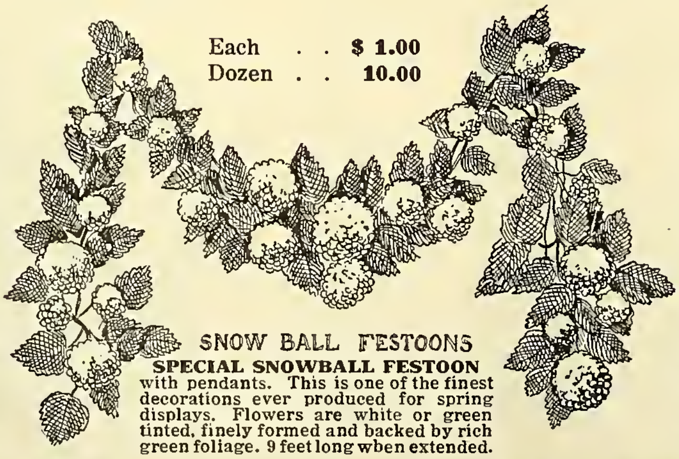
Short stems, without foliage, gross . **$2.65**

Longstems, with foliage, gross **$3.00**

Snow Ball Vines

A beautiful spring vine with 4 handsome flowers and 12 leaves to yard.

Dozen	**$ 1.75**
Gross	**19.00**



Each	**$ 1.00**
Dozen	**10.00**

SNOW BALL FESTOONS

SPECIAL SNOWBALL FESTOON with pendants. This is one of the finest decorations ever produced for spring displays. Flowers are white or green tinted, finely formed and backed by rich green foliage. 9 feet long when extended.

Decorate your windows for your January and February sales. The best stores are doing this and find that it pays!

We can supply you with just what you need for your **White Sale** windows. Order from these pages. We guarantee all our goods to be as good or better than the descriptions.

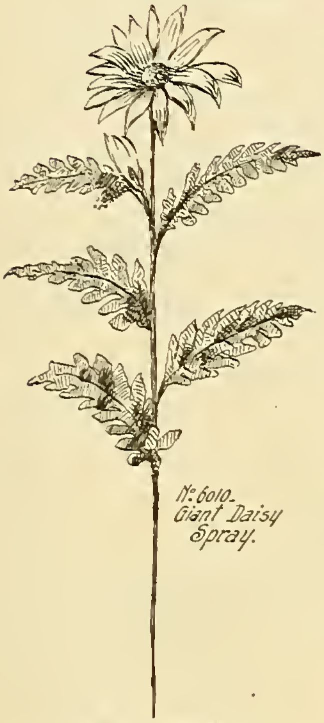
SEND FOR OUR NEW 1913 SPRING CATALOG IN COLORS

The Botanical Decorating Co., (Inc.)

504 S. Fifth Ave.
CHICAGO

Greatest Variety—Greatest Values

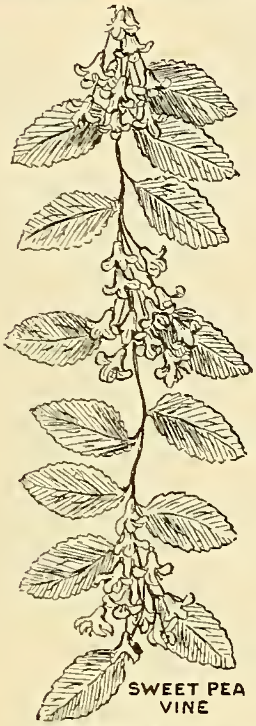
Our splendid goods and moderate prices have made our business the greatest in America



DAISY SPRAY.

One of the best daisies ever put on tbe market. 15 in. high.

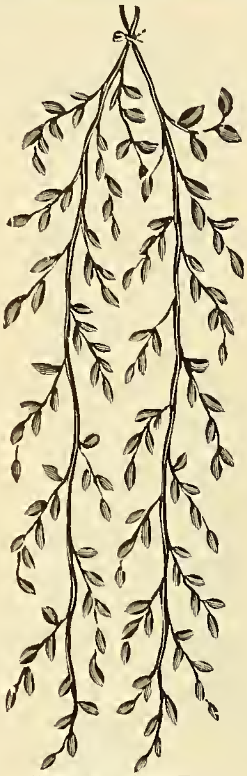
Dozen	$1.00
Same, smaller, gross	6.00



SWEET PEA VINE.

A beautiful spring flower and fine foliage.

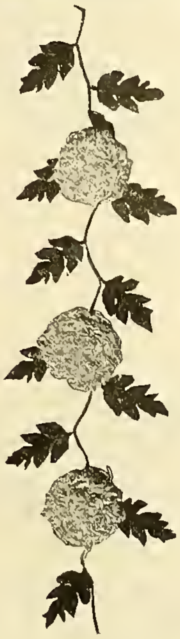
Doz. yds	$ 1.50
Gross yds.	15.00



SMILAX VINE.

A very dainty and attractive vine for spring displays.

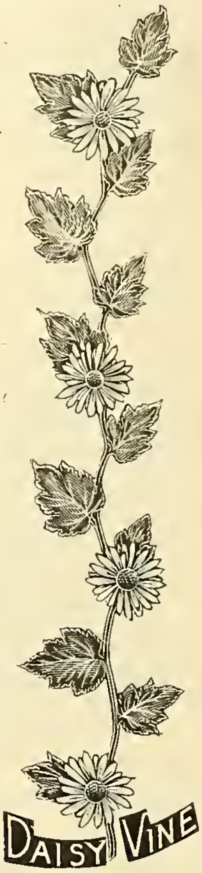
Doz. yds.	$0.55
Gross yds.	6.00



SNOW BALL VINE.

Three fine, large flowers and excellent foliage. Makes a handsome spring decoration.

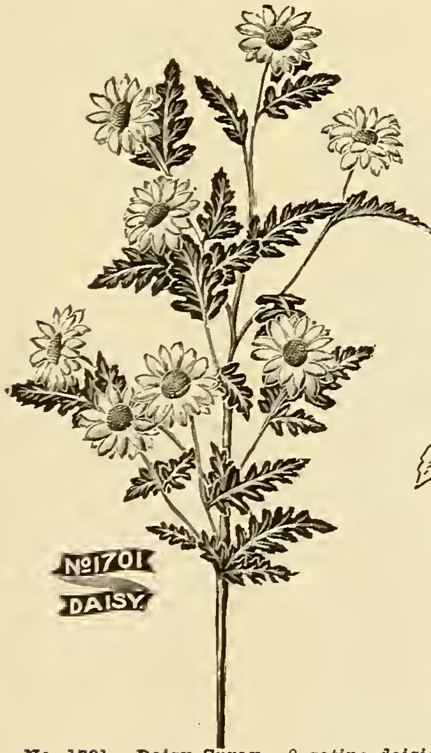
Doz. yds	$1.75



No. 980.

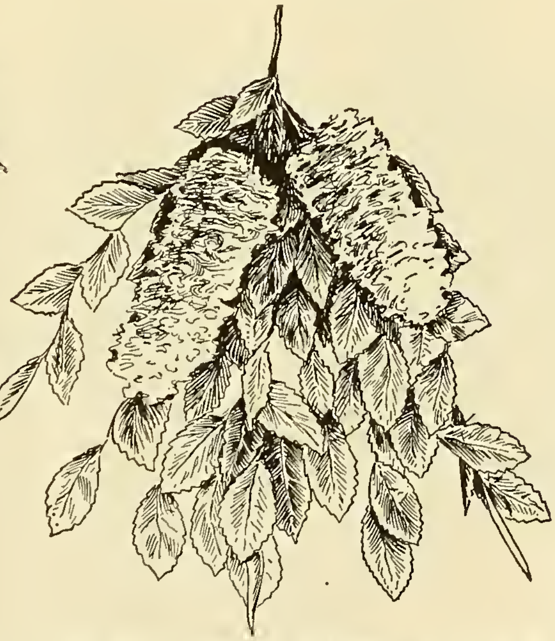
12 green muslin leaves and 4 muslin daisies to each yard.

Per doz.	$ 2.00
Per gross	21.00



No. 1701. Daisy Spray. 8 satine daisies and 18 muslin leaves to each spray, 24 in. high, flowers 3 in. wide.

Per dozen	$4.75



No. 7097. Japanese Wistaria. With foliage sprays. Very effective floral decoration for window and interior. The flowers are rich violet or lavender, or any other color desired.

Dozen sprays with foliage	$0.95
Gross sprays with foliage	9.50

We have the finest assortment and largest stock of flowers and other decorative specialties of any dealer in America.

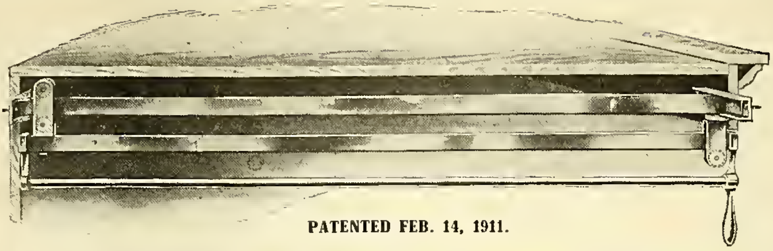
If you want the highest class imported goods, we can supply them at the lowest price.

If you want good but inexpensive domestic flowers, we have a full line at prices as low as the lowest.

Send for our Big Colored Catalogue.

The Botanical Decorating Co, (Inc.) 504 S. Fifth Ave., Chicago

THE BRADFORD CABINET TROLLEY SLIDE



PATENTED FEB. 14, 1911.

THE only trolley made which may be swung to either side after being drawn out from cabinet. Will not sag or bind, and being operated on steel ball bearings is practically noiseless.

We carry the 42 inch length in stock ready for immediate delivery **and will send you one to try out in your own store, at your request, with the privilege of return.**

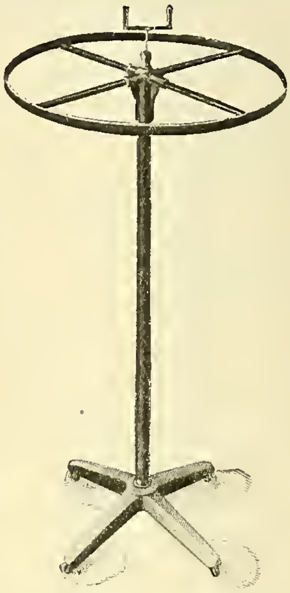
Write for our set of plans showing cabinet construction

The Reflector & Hardware Specialty Mfg. Co.
CHICAGO
Western Avenue and 22nd Place

The R. & H. REVOLVING GARMENT REEL

52 Inches High . .	**$7.50 each**
66 Inches High . .	**8.50 each**
72 Inches High . .	**9.50 each**

Finished in Oxidized Copper

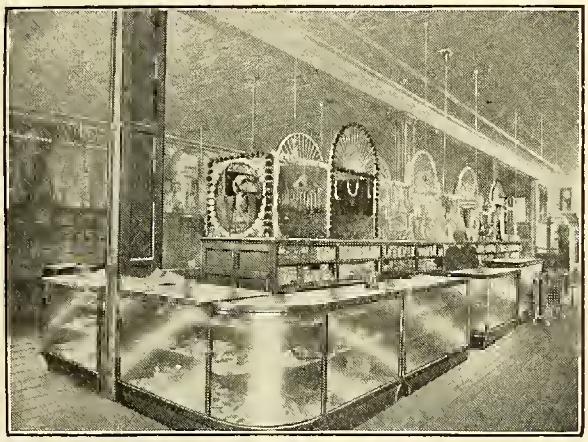


No. 1149.

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

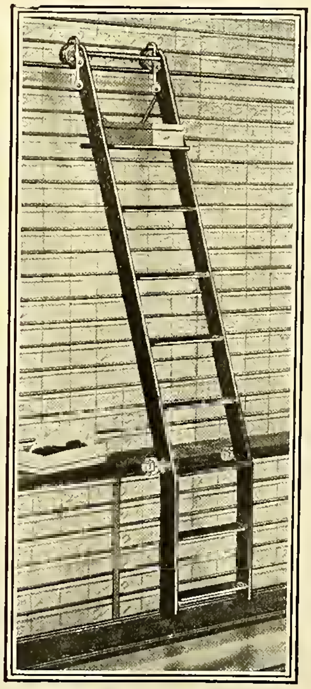
WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

THE M. WINTER LUMBER CO.
HIGH GRADE FIXTURE MAKERS
Established 1865
SHEBOYGAN, WISCONSIN - U.S.A.

SALES AGENCIES:
C. D. Smith Drug Co. - - - St. Joseph, Mo.
R. H. Birdsall - Hamilton Bldg., Portland, Ore.
Mattoon & Keppel - - New Haven, Conn.
Smith-Bailey Drug Co. - Salt Lake City, Utah

IS IT FROM WINTER? THEN IT IS RIGHT

Milbradt Rolling Ladders



"The Only Way"

For Rapidity
Efficiency
Safety
Economy

Has every other system beaten to death

Milbradt Rolling Step Ladders

Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

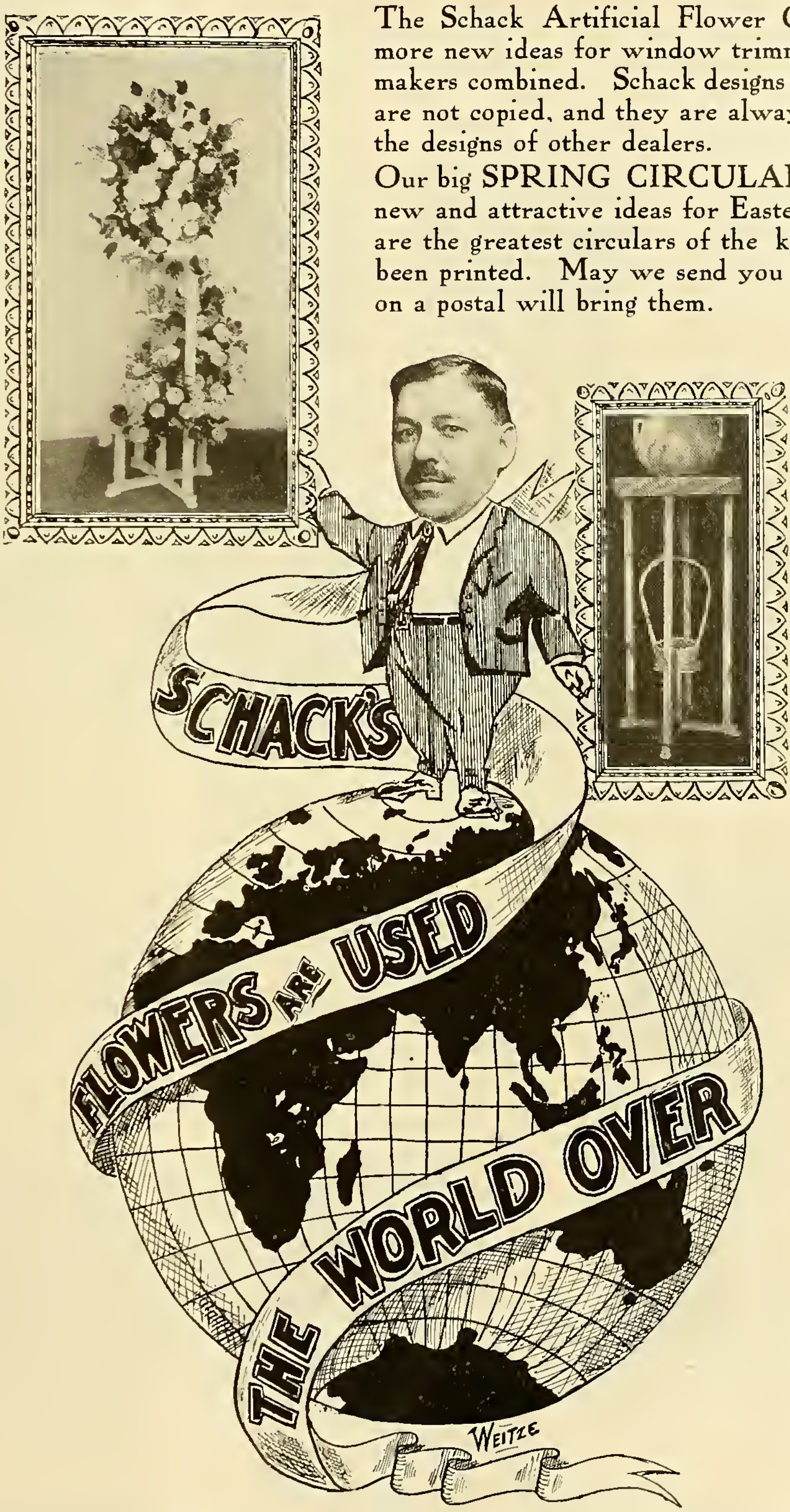
Send for Descriptive Catalog

Milbradt Mfg. Co. **1443 N. 8th St. ST. LOUIS MO.**

Schack Flowers Will Blossom in the Windows of the Best Stores this Spring

The Schack Artificial Flower Co. has introduced more new ideas for window trimmers than all other makers combined. Schack designs are original. They are not copied, and they are always a season ahead of the designs of other dealers.

Our big SPRING CIRCULARS are filled with new and attractive ideas for Easter displays. They are the greatest circulars of the kind that have ever been printed. May we send you them? Your name on a postal will bring them.



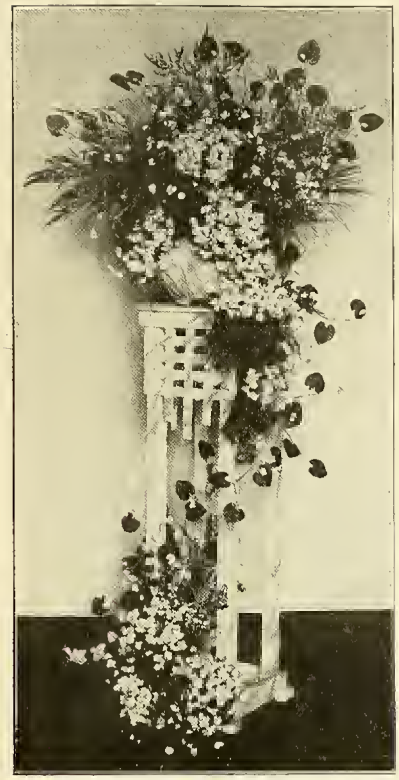
Send your name at once for the Greatest Window Trimming Circulars Ever Printed

The Schack Artificial Flower Co. (Inc.)

1739-41 Milwaukee Ave.
CHICAGO

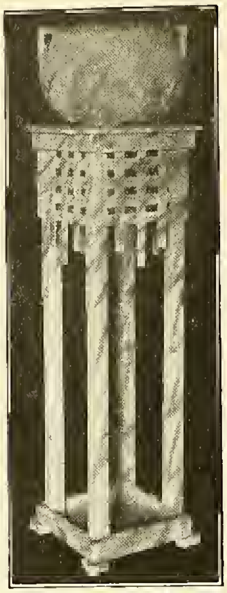
Send for Our New Spring Circulars

They Contain Hundreds of New Ideas for Your Easter Windows

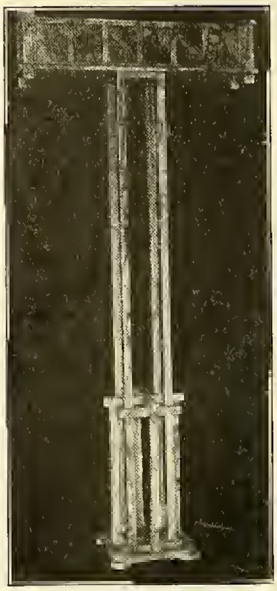


No 4071. Violet Stand. 5 feet high. There is nothing prettier than this Violet Stand for Spring. Decorations used are:

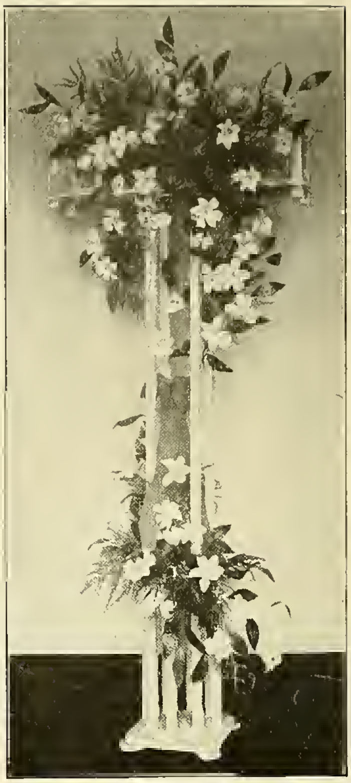
1½ doz. No. 3004 Violet Spray	$ 3.00
5/6 doz. No. 3002 Violet Bunch	2.50
½ doz. No. 3020 Sea Moss	.35
1/3 doz. No. 4000 Grass	.65
Cast of Decorations	$ 6.50
With white rock crystal stand No. 4095 and jardiniere	9.00
Cost complete	$15 50



No. 4095. French Stand and Jardiniere. 5 ft. high. White rock-crystal effect with green streaks. Each $9.00



No. 4098. Special Stand. 7 ft. high. White rock-crystal effect, with green streaks. The marble effect shown on top is made of Onyx paper. Each $12.00



No. 4069. "Velvo" Easter Lily Stand. 7 ft. high. Here is a handsome design consisting of our new velvet finish Easter Lilies and fine foliage as follows:

1 doz. No. 2991 Lily Spray	$3.20
1 doz. No. 2903 Adiantum	.90
Cost of Decorations	$4 10
White rock crystal stand No. 4098, tinted green	12.00
Cost complete	$16.10

No. 3002. Special Violet Bouquet. A very fine reproduction of a favorite spring flower. The blossoms are large and handsomely colored, and the foliage is perfect Size 12x12 inches.

Each	$0.25
Dozen	2.20

No. 2465. Violet Vine. One-yard lengths, 18 violets and 12 green leaves to the yard.

Per dozen yards	$ 1.25
Per gross yards	12.00

No. 2401. Smilax Vine (Cloth). Smilax has always been a popular decorative. This vine is equal to natural smilax in appearance and will last forever. One of the most practical decoratives, because there are so many occasions to use it. Made in 1-yd. lengths, natural color.

Dozen lengths	$0 90
Gross lengths	9.00

We are the originators of Schack's Famous Floral Units which have revolutionized window dressing. Many new units like the ones shown on this page are illustrated in our new circulars. Send for them.

The Schack Artificial Flower Co., (Inc.)
1739-41 Milwaukee Ave., Chicago

Every Window Trimmer Needs Our New Circulars

4456 Square Inches — 250 Illustrations

THESE new Spring circulars are the most important that have ever been issued for the window dresser. Every trimmer should look carefully over these circulars before designing his Spring displays. They contain a great many entirely new ideas as to Spring displays. If you have not received these circulars, send for them at once. Here are some of the new ideas they contain:

Floral Units When Schack's Floral Units were introduced last year, they immediately created a sensation. They have been used all over the country by leading stores and proved the most popular innovation that has ever been introduced in window decoration. Our new circulars show about forty of these Floral Units, most of which were designed for the coming season and never have been shown before.

Special Shades Nearly 100 different designs in Special Paper Shades are shown in the new circulars. These shades are of every size, shape description and price. You will need some of these shades for your Easter displays. They cost little and make a fine showing.

New Spring Flowers This Spring we have the finest line of flowers, foliage and plants we have ever offered. Many new and striking designs have been added to our already large stock. No matter what you want for your Spring windows we can supply you, and you will find our prices are always extremely reasonable.

Rock Crystal Rock Crystal is a new Schack product. It produces a more artistic and satisfactory appearance as a finish for masonry and other architectural effects than any material that has been used for this purpose before. Inexpensive and easy to handle. Our new circular shows many ways in which the Rock Crystal can be used.

Papier Mache In the new circulars are illustrated a number of new Papier Mache specialties for Spring. These have been designed especially to be used in combination with our special stands and flowers. They will make strong decorative features for windows or interior.

Lattice Strips In our new circulars we list Lattice Strips. These are prepared especially for the use of window dressers and can be used in many ways to secure decorative effects. The circulars also show how these strips may be used to make a great variety of ornamental stands.

Birch Bark We have a fine line of the best selected Birch Bark fresh from the northern woods. Our new circular contains many ideas for using Birch Bark in making handsome combinations with flowers, etc. This is only one of the hundreds of specialties we are offering for Spring.

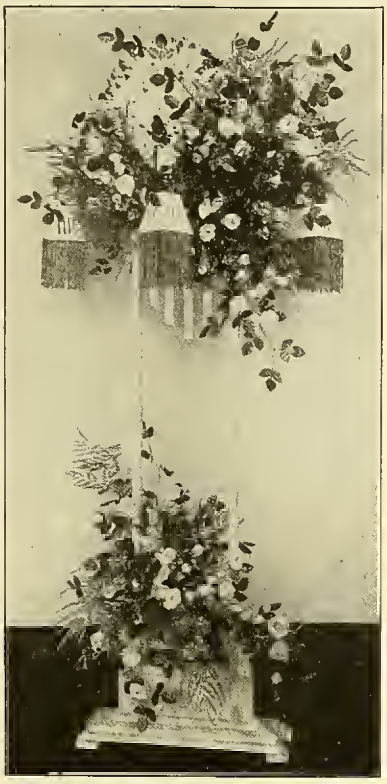
Let Us Send You Samples We will be glad to send you a free sample of any of our flowers or leaves so you can compare them in price, quality and appearance with those of any other dealer. If you will give us a chance, we will convince you that our goods are the best to use and the cheapest.

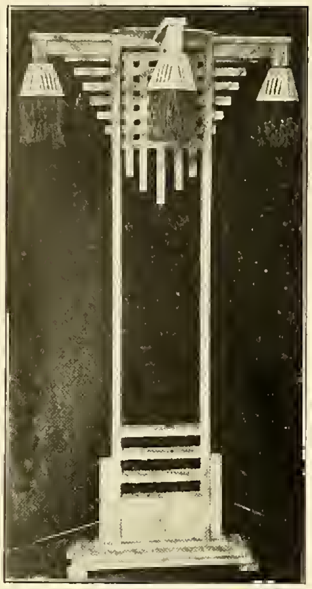
Let Us Help You Send us the dimensions of your windows and a rough sketch of the kind of decorations you have in view, and we will promptly send you an estimate of the cost of decorating, or, just give us an idea of what you want and our Special Decorator will get you up a design without charge and submit an estimate. We are always glad to advise and help decorators, and make no charge for this service.

Send for our new circular now. You will find it a great help in designing your Spring displays.

The Schack Artificial Flower Co. **1739-41 Milwaukee Ave.
CHICAGO**

We Save You Half on Your Flowers





No. 4099. Extra Stand. 6 ft. high. White rock-crystal effect, tinted green, including 3 fringed art shades and wiring. This is a swell production.

Each	$10.00

No. 4037. Hyacinth Spray. A novel and dainty flower and makes a splendid decorative. Size 24x18 in. Mention color desired.

Per dozen	$ 3.75
Per gross	36.50

No. 4083. Tea Rose Stand. 6 ft. high. This stand is a very handsome and dainty one. Decorations used are:

¼ doz. No. 127 Shades (3-cornered)	$ 0.75
1½ doz. No. 4038 Rose Spray	4.85
1 doz. No. 2903 Adiantum	.90
Cost of Decorations	$ 6.50
White rock crystal stand, tinted green, with wiring, No. 4099	10.00
Cost complete	$16.50

Our new circular contains 445 sq. in. of window trim ideas.

No. 4038. Tea Rose Spray. This spray is stunning and will appeal to the most critical. The coloring is very good. Size 18x12 inches.

Per dozen	$ 3.25
Per gross	32.00

Be sure to send for our new Spring Circulars—They contain hundreds of fine and original ideas for your Spring Windows.

No. 4052. Wistaria. Here is a beautiful and dainty flower that can not be detected from nature. Size 22x10 in.

Per dozen	$ 4.50
Per gross	47.00

No. 4051. Hyacinth Vine. Something new and dainty. Rich foliage and lots of delicately tinted flowers make it an ideal decorative. Length 38 inches. Mention color desired.

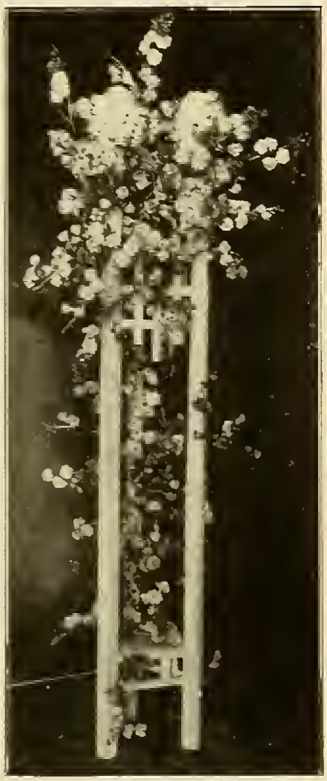
Gross	$29.00
Dozen	2.75

The Schack Artificial Flower Co., (Inc.)

1739-41 Milwaukee Ave.,
CHICAGO

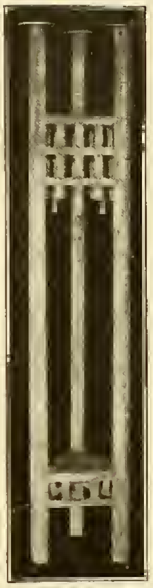
Schack Flowers are as Good as the Best and Cost Half as Much

We are the Originators of Schack's Celebrated Floral Units



No. 4084. Rambler Rose Stand. 6½ ft. high. This is an ideal design for Spring. Exquisite coloring. Decorations used are:

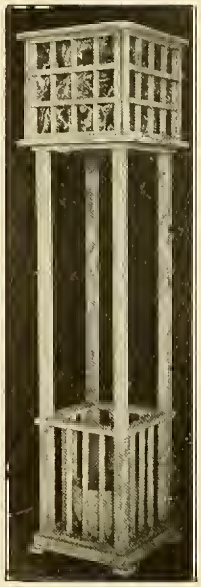
¼ doz. No. 2787 Shades, 6 inch	$ 0.75
1 doz. No. 4057 Rose Spray	6.00
Cost of decorations	$ 6.75
White rock crystal stand, tinted green, with wiring, No. 4100	8.00
Cost complete	$14.75



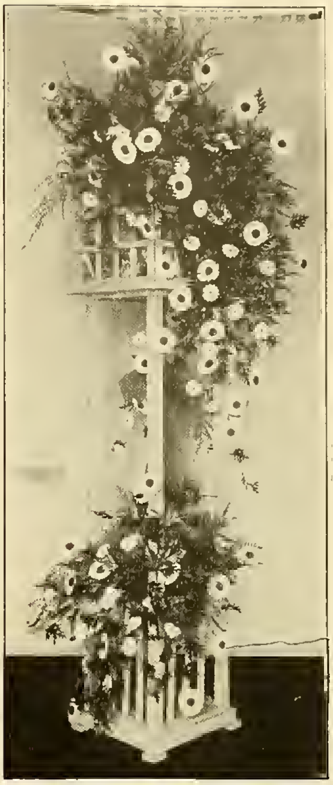
No. 4100. Art Stand, 6½ ft. high. White rock crystal effect, tinted green. This is a very neat triangular stand. Each $8.00

SEND for our New Spring Circulars

They Contain Many New Ideas for Your Easter Displays



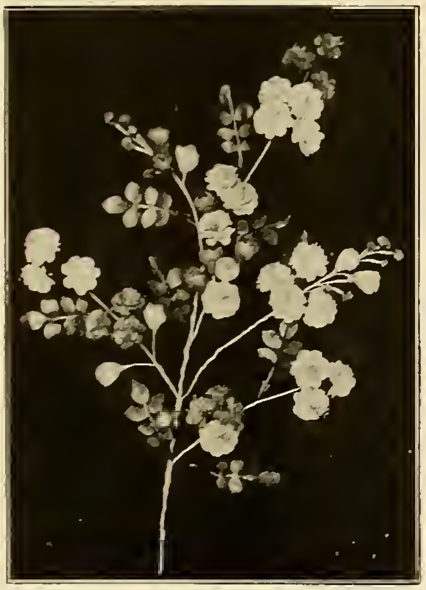
No. 4090. Stand. 7 ft. high, 16 in. wide. White rock crystal effect streaked with green. The marble effect shown on top is made of Onyx paper. This is a tall and stately design.
Each $12.00
including jardinier



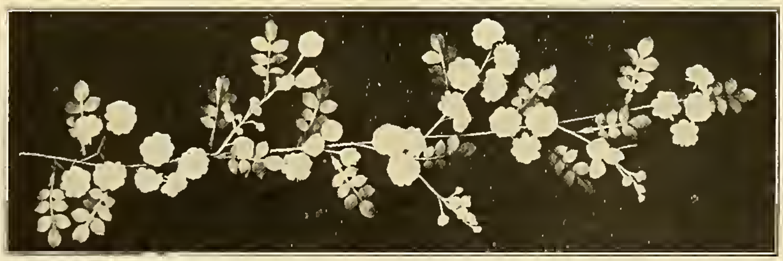
No. 4067. Daisy Stand. 7 ft. high. This is an attractive and pretty design. The decorations used are:

2 doz. No. 2500 Daisy Spray	$ 4.00
1-6 doz. No. 2982 Daisy Vine	.35
2 doz. No. 2903 Adiantum	1.80
Cost of decorations	$ 6.15
White rock crystal stand, tinted green, No. 4090	12.00
Cost complete	$18.15

Many New Floral Units

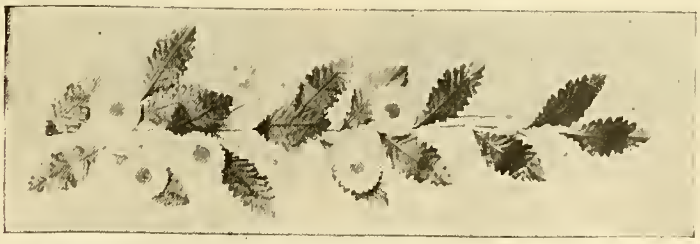


No. 4057. Rambler Rose Spray. A dainty Spring decoration. Can be used with No. 4058 Rose Vine. Fine shadings. Mention color desired. Size 20x14 in.
Per dozen $6.00



No. 4058. Rambler Rose Vine. Like the Rambler Rose Spray, this vine is a beauty. 40 in. long, with a 9 in. spread. Mention color.

Each	$0.60
Dozen	5.80



No. 2982. Daisy Vine. Beautiful flowers and foliage. Makes a fine decoration. 40 inches long.

Per dozen	$ 2.25
Per gross	24.00

SCHACK ARTIFICIAL FLOWER CO. (Inc.) : : 1739-41 Milwaukee Ave., CHICAGO

The More Flowers You Use, the More You Can Save by Using Schack's

Send for our Big, New Spring Circulars

No. 4054. Magnolia Vine. Like all Schack's productions, this new vine is a winner and makes a splendid decoration. 40 inches long, 12-inch spread.

Per dozen	$ 4.00
Per gross	42.00

No. 2525. Lilac Vine. The clusters are large and full, shaded from dark to light lavender; 4 flowers and 14 green leaves to each yard.

Per doz. yds	$ 3.00
Per gross yds	32.00

No. 4041. New Apple Blossom Vine. Apple blossoms—the typical Spring Flower, and everybody's favorite. Perfectly made from the best material, and makes a very pleasing decorative. 40 in. long, 7 in. spread.

Dozen	$ 1.75
Gross	17.00

No. 4102. Snow Ball Vine. No flower is more symbolic of Spring than the snow ball. These are large and showy without being "loud." White or white tinted pale green. Made in yard lengths—5 flowers and 15 leaves to yard.

Per doz. yards	$ 2.00
Per gross yards	21.00

No. 4055. Magnolia Spray. This spray is unique and effective. Can be used with No. 4054 Vine. Size 18x18 inches.

Per dozen	$ 2.75
Per gross	28.00

No. 4044. Apple Blossom Spray Always satisfactory for Spring. Same as No. 4041, except made in different form.

Per dozen	$ 2.10
Per gross	22.00

No. 4064. Snowball Spray. A fine Spring flower. Size 16x14 in. Same as No. 4102, except differently arranged.

Per dozen	$ 2.00
Per gross	18.25

Many of our New Floral Units are shown for the first time in our big new circulars—just off the press. Send for them

The Schack Artificial Flower Co., (Inc.) 1739-41 Milwaukee Ave., Chicago

The Handsomest Easter Lily Ever Produced

Our New Spring Circulars are out—Send for Them

The Easter Lilies shown in these illustrations are unquestionably the most artistic reproductions of this beautiful flower that have ever been made for window decoration. They are not made of the ordinary paper, but of a specially prepared material that was designed for this purpose. They have the soft velvety appearance of the natural flower and are exquisitely delicate in appearance. To trimmers who have been using the ordinary Easter Lilies that are made of tissue or crepe paper these will prove a revelation. It is practically impossible to detect the difference between these and fine, large, natural lilies. The foliage is imported and is a decided improvement over any lily foliage that has been offered hitherto. Send for free sample flower and leaf.

No. 2990. "Velvo" Easter Lily Spray. Same flowers and foliage as No. 2993 Size 30x18 inches.

Dozen	$ 4.20
Gross	42.00

No. 2993. "Velvo" Easter Lily Wreath. The Easter lilies used in this design are excellent. They bear a pure white velvet finish; the foliage is new and especially adapted to the flowers. One of the very best Easter decoratives ever produced. Size 24x24 inches.

Each	$ 1.00
Dozen	10.75

No. 2423. "Velvo" Easter Lily (Single).

Dozen	$0.50
Gross	4.80

No 2408. "Velvo" Easter Lily Vine. Flowers perfect and made of same material as No. 2993 Lily. It will harmonize with any color effect. Vine 54 inches long, 5 flowers and 24 leaves to the vine.

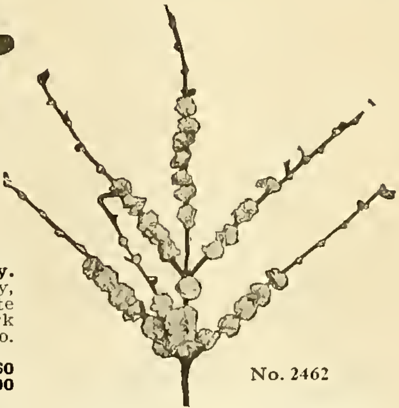
Per dozen vines	$ 3.50
Per gross vines	36.00

No. 2426. Japanese Wistaria. It is the most popular flower in use. The flowers are a rich violet shading into pale lavender. Flower 8 in. long, 6 sprays of foliage to each flower.
No. 2462.

Per dozen	$ 1.00
Per gross	10.00

No. 2463 Almond Leaf Spray. 22 inches long, 6 sprigs to spray, covered with leaves in delicate spring colors, shaded from dark to light. To be used with No. 2462.

Per dozen sprays	$0.60
Per gross sprays	6.00



No. 2462

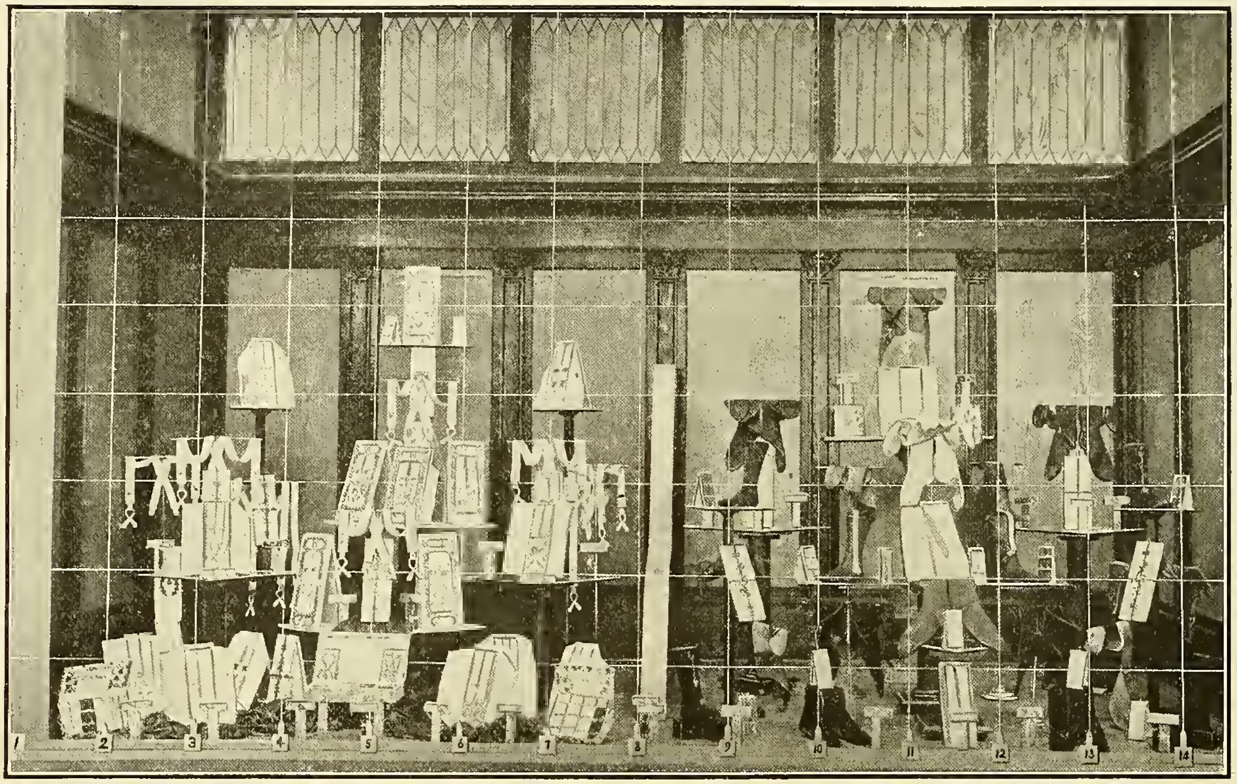
No. 2462. Almond Blossom Spray. 26 inches long, 6 sprigs to spray. This is a most dainty and beautiful decorative for spring use. Shaded from deep pink to almost white, with delicate touches of light green. To be used with Almond Foliage Spray No. 2463.

Per dozen sprays	$ 2.25
Per gross sprays	24.00

SCHACK ARTIFICIAL FLOWER CO., (INC.) 1739-41 Milwaukee Ave., Chicago

The New Window Trimming Course

Prepared by the International Correspondence Schools, of Scranton, Pa., teaches how every line of merchandise can be successfully displayed to attract the attention of the public.



One of the Lines of Merchandise Taught in the Course—other lines are treated in the same practical manner

One of the new features of the Course is the dividing off of displays and units into squares that represent 1 foot. These squares enable the student to tell at a glance the exact spacing, sizes, and heights of fixtures; and with the clear explanation in the text he is quickly enabled to grasp the manner in which drapes, folds, twists, and other details are made This plan of laying out the window in squares has been followed throughout the Course and will prove of great assistance in studying any display.

This New Course in Window Trimming has the indorsement of the best window trimmers in New York and Chicago.

Through study of this Course you will be enabled to become an expert window trimmer, or increase the volume of your own business.

Catalog and full description sent free.

Send the Coupon TODAY

International Correspondence Schools

Box 829, SCRANTON, PA.

Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession, or gain a knowledge of the subject before which I have marked X.

- Window Trimming
- Show-Card Writing
- Advertising Man
- Bookkeeper
- Stenographer
- Commercial Law
- Civil Service Exams.
- Commercial Illus.
- Good English
- Salesmanship
- Concrete Construct.
- Electrical Engineer
- Power-Station Supt.
- Heavy Elec. Traction
- Telephone Expert
- Mechanical Engineer
- Mechanical Drafts.
- Machine Designer
- Civil Engineer
- Surveyor
- Plumbing & Heating
- Stationary Engineer
- Building Contractor
- Architect
- Architectural Drafts.
- Structural Engineer
- Mining Engineer
- Mine Foreman
- Gas Engineer
- Automobile Running

Name ____________________

St. and No. ____________________

City ____________ *State* ________

Present Occupation ____________________

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 2

FEBRUARY, 1913

Single Copies
Twenty-Five Cents

FACTORY FIXTURES

HANDSOME AND PRACTICAL EQUIPMENT OF THE DEPARTMENT STORE OF W. O. HEWETT CO., ROCKLAND, ME.—MAXIMUM AMOUNT OF STOCK IS ADMIRABLY STORED IN MINIMUM SPACE.

(Seventh Article.)

EDITOR'S NOTE:—This is the seventh of a series of articles on modern store furniture. These articles will continue through at leat twelve issues and will cover the subject as fully as possible from a disinterested point of view. In each article will be illustrated and described the equipment of some good store or the department of a store. These will be selected as being close to the most common measurements, so they will be of practical use to the merchant in planning similar stores or departments. The stores described will include outfits for dry goods, millinery, women's suits, men's wear, etc.

IN THE foregoing articles of this series we have illustrated and described a number of clothing stores and a women's suit department; in this one we will take up a model department store of moderate size in a small city. There are hundreds of stores of about the size of the one described here, scattered all over the country, but there are few that have the attractive appearance and satisfactory, high class equipment of the store of W. O. Hewett Co. of Rockland, Me. This establishment is in many ways an example of what every department store of its size should be, and possibly may be in the future. The fixtures throughout are the standard factory made product and their cost was very moderate.

Rockland Me., is a town of 8,000 inhabitants, and in this city, the Hewett store occupies a four-story building, of which three floors are given up to the retail business. It has a frontage of fifty-eight feet and a depth of sixty-four feet. The store has the regulation type of vestibule entrance in the middle of the first floor, and a large show window of good depth on each side.

The interior of the first floor is nicely lighted, being equipped with Tungsten lamps with glass reflectors, suspended from the ceiling by plain but attractive brass fixtures. It has also an auxilliary installation of powerful gas arc lamps as a safeguard against any possible accident to the electric lighting system. The ceilings are of steel painted white and the same dead white color scheme is also carried out on the side walls and pillars in the room. This tends to give the salesroom a very light and cheerful appearance as may be noted in the pictures. The fixtures throughout are of solid mahogany in a medium dull color and the character of the outfit is such that it merits a detailed description.

On the first floor as one enters there is an umbrella department with a show case in front and a wall case at the rear so that all of the umbrellas are carried under glass. The wall case in the rear has the umbrellas displayed on a step arrangement so that the handles on the rear row of umbrellas set above those in the row directly in front, thus making a most handsome display of all the handles in the case.

Next to the umbrellas comes a glove department, the glove cabinet in the rear having small drawers with compartments for gloves and a display section at the top just under the cornice with glass doors in front and equipped with electric lights, this department faces directly down the side aisle of the store, so that anyone coming up the aisle has the display of the gloves directly in front of her.

The entire left hand side of the first floor is equipped with shelving of standard height and depth, furnished with seven shelves for ladies' furnishing goods, hosiery and notions, the space in front of this shelving being supplied with show cases in the standard height.

At the extreme rear end of the store at the left

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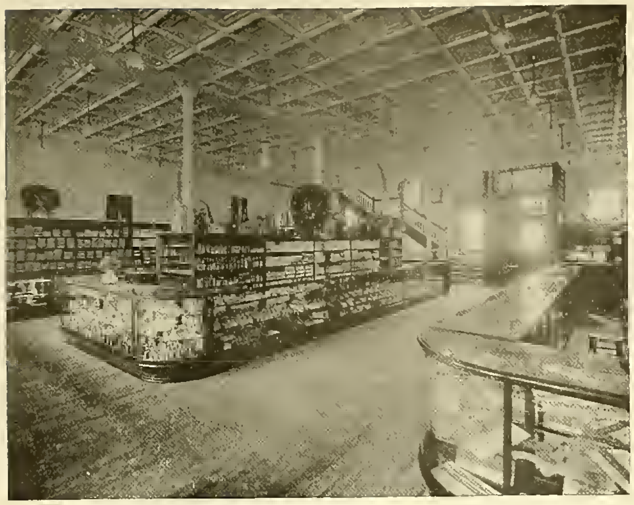
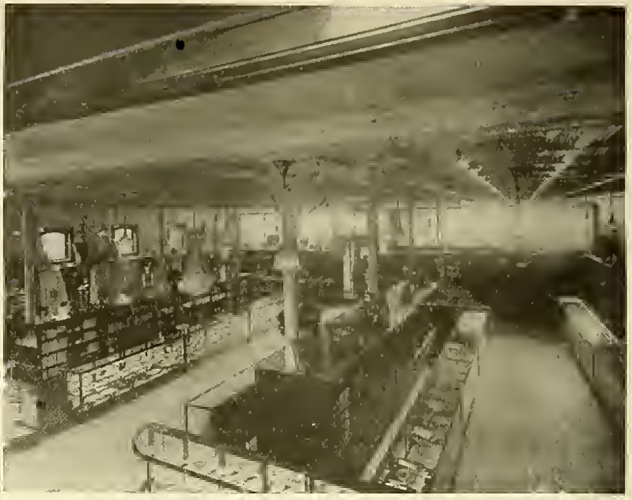

THE TOILET GOODS SECTION.


FANCY GOODS—LOOKING TOWARD FRONT.

hand side there is a pattern cabinet equipped with drawers for patterns. The opposite side of the entrance on the first floor, as you enter, is furnished with shelving of standard height and width with counters in front, this being used as the beginning of the dry goods department. Shelving of the standard width and height for dry goods extends all the way down on the right hand side of the store, and in front of this shelving as well as that at the front, wide wood counters are furnished suitable for dry goods. At the rear of the store at the left side is a continuation of this dry goods department.

SHELVING WITH GLASS DOORS.

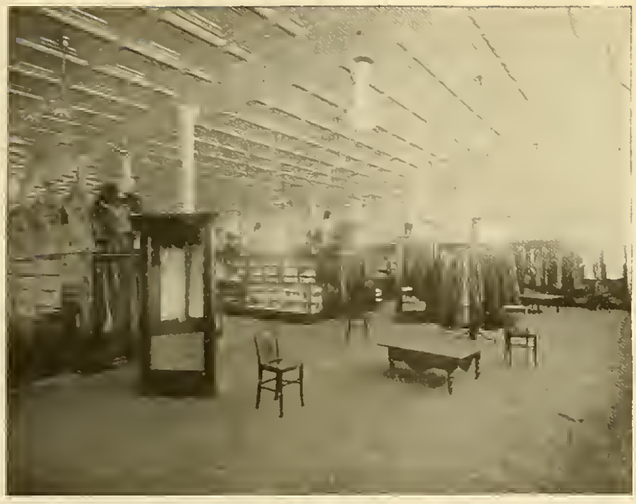
In the middle of the store on the first floor are two sections of center shelving, both of which are equipped with drawers in the base and glass doors. At the front ends of these sections a mirror is furnished and at the rear ends the sections are paneled up. This shelving is made 5½ feet in height to get as much benefit as possible from the other side of the store. This shelving is equipped with adjustable shelves back of the doors, and the space all around both these sections of center shelving is given up to the show cases in the standard height and width, the cases at the front and end of each of the two sections having oval ends. These two sections are given up to the best selling and most profitable lines of goods for the store, such as ribbons, laces, leather goods, jewelry, perfumes, toilet articles and notions, some of the show cases being fitted with special fixtures for the display of ribbons and notions on the side of the two sections forming the center aisle.

All the show cases are built with the receding wood base and have very narrow mahogany frames and are glazed with plate glass tops, fronts and ends. The cornice and columns on the shelving and cabinets around the room are all of a similar design, a very handsome colonial pattern being used, and this portion of the work is all built on the sectional or unit plan, so that it may be changed or moved as desired.

The center shelving in the middle of the store has a great number of compartments built specially

PART OF SUIT SECTION.

MISSES' WEAR SECTION.



PART OF SUIT SECTION.

MILLINERY SECTION.

for the particular line of goods that are displayed therein, such as yarns, laces, embroideries, etc.

The second floor of this establishment is given up to the women's suit and garment department. The fixtures on this floor are also in mahogany; the floor is covered with a handsome green carpet; the ceiling and walls are in the white, a very handsome color combination being secured with the white walls, green carpet and mahogany fixtures.

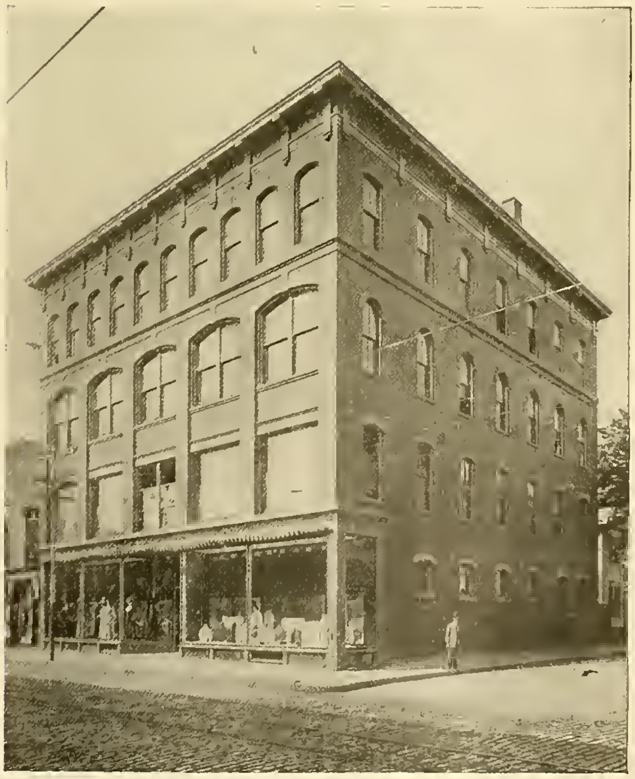
From the elevator the store is equipped with wall cases across the rear and half way up one side from the front of the room, these wall cases having drawers and sliding glass doors in the bottoms and adjustable shelves. The same type of show case is used as on the first floor and a counter built to match with wood top and glass fronts and ends is used in front of these wall cases. This space is given up to the muslin underwear and infants' wear department.

LADIES' SUIT SECTION.

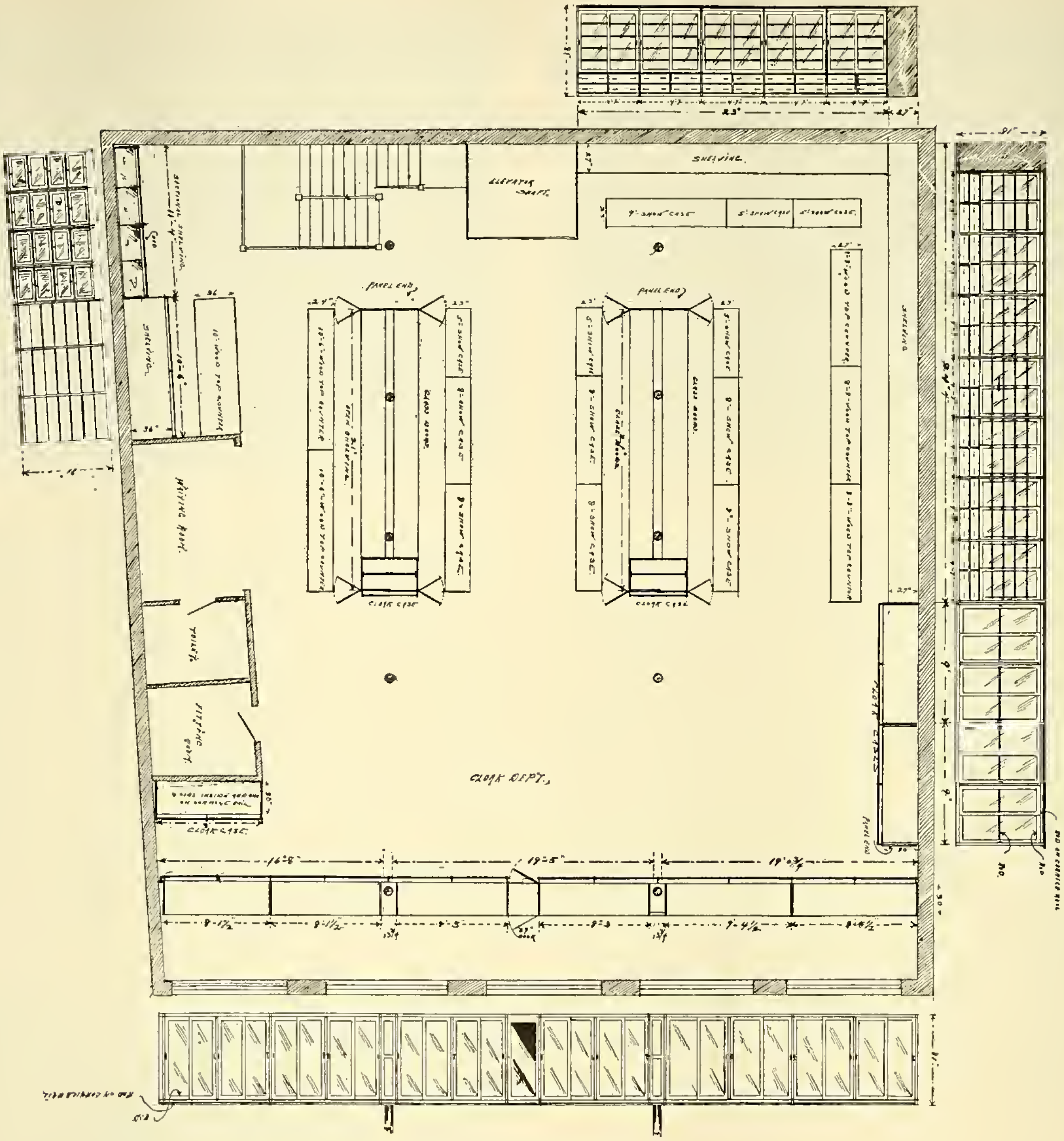
From the end of this department in the front of the store and occupying practically one-half of the floor space of the room is the ladies' suit department. This is equipped with a row of cloak and suit display cases extending along one side of the room and then entirely across the front of the room, these cases being the same height and of a design to correspond with the other wall cases and cabinets in the store and equipped with a rod running lengthwise to hang the garments on. They have sliding plate glass doors in front so that all the garments are constantly in display.

In the middle of the row of these cases across the front of the store, there is a door which opens into a space approximately 8 feet in width which extends entirely across the store directly back of the windows. This space gives a show window on the second floor, particularly suitable for suits and garments displayed on figures and forms. The back of the row of cloak cabinets is finished to make a background for the window. At the other end of this suit department are the fitting rooms and ladies' rest room built to correspond in design.

On the opposite side of the elevator and staircase there is a small department equipped with counters and sectional shelving with glass disappearing doors in the front, and in the middle of the room are two sections of center shelving equipped with glass doors and drawers in the base with display cases built in the ends of the sections towards the suit department, the opposite end of the shelving being paneled, and opposite this there are two rows of show cases and at each end of the aisle between the show cases and the shelving are swing-



THE STORE BUILDING.


SHELVING.
ELEVATOR SHAFT.
9' SHOW CASE
5' SHOW CASE
5' SHOW CASE
SECTIONAL SHELVING
SHELVING.
10' WOOD TOP COUNTER
PANEL END
PANEL END
10'-6" WOOD TOP COUNTER
OPEN SHELVING.
GLASS DOORS.
5' SHOW CASE
9' SHOW CASE
9' SHOW CASE
CLOAK CASE
5' SHOW CASE
9' SHOW CASE
8' SHOW CASE
GLASS DOORS.
9'-9" WOOD TOP COUNTER
9'-9" WOOD TOP COUNTER
9'-9" WOOD TOP COUNTER
SHELVING
WAITING ROOM.
TOILETS.
FITTING ROOM
CLOAK CASE.
CLOAK DEPT.
CLOAK CASES
PANEL END
16'-8"
19'-5"
19'-0¾"
9'-1½"
9'-1½"
9'-5"
9'-3"
9'-4½"
9'-6½"
23'
27"
11'-4"
10'-6"
36"
30"

PLAN OF SECOND FLOOR.

ing gates arranged to shut the departments off from the remainder of the floor.

These two sections of center shelving and the department in the corner of the store are all used for ladies' ready-to-wear white goods, sweaters, shirt waists and everything else in ladies' garments which are carried in the store.

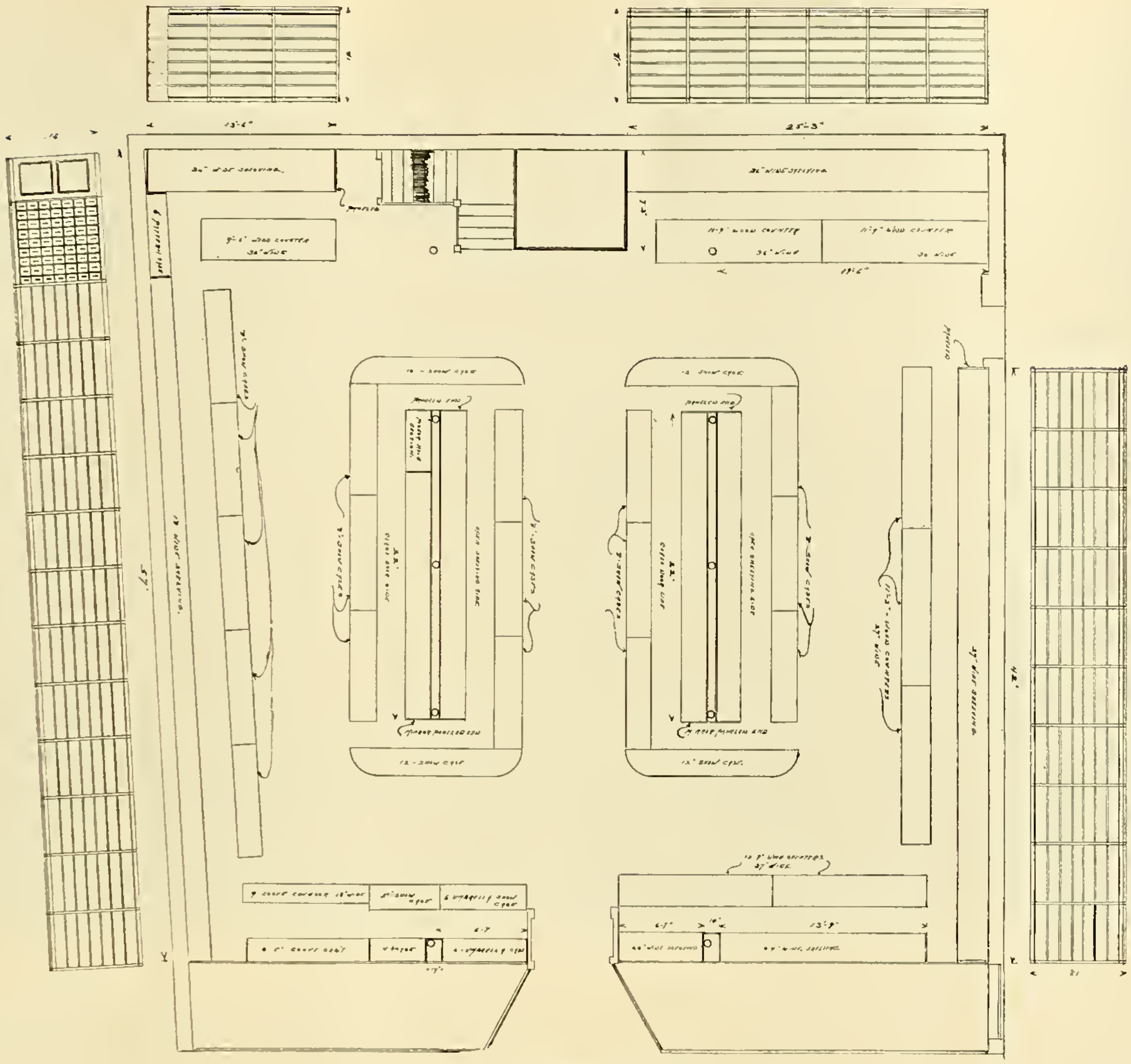
This arrangement gives an entire floor to the women's ready-to-wear goods of all kinds and has the large general selling space between the cloak cases, cabinets and the center shelving and the arrangement of the shelving, so that customers coming on the floor either by elevator or staircase have to walk by at least two rows of the goods on display to reach the ladies' suit department.

The center shelving being arranged with glass doors gives an excellent display of the goods in this department and a number of these sections of shelving are arranged with special size compartments for the particular goods which are to be displayed therein.

The large mirrors are placed on the sides of the fitting rooms in the suit department, and two large triplicate or folding mirrors are placed in the middle of the floor around the two posts.

A striking feature of this store is the fact that practically every line of goods which is easily soiled or which is very likely to become shop worn, is displayed either in a glass show case or in glass front shelving, the only open shelving used in the store being in the dry goods department.

All of the work on the building of the Hewett store was done by a firm of local contractors who have as good a plant as any contractors. However, when they learned the sort of fixtures wanted, they at once recommended that the outfit be bought



PLAN OF THE FIRST FLOOR.

from a regular manufacturer of fixtures for the reason that, no matter how well equipped a contractor may be, he is not in a position to turn out store fixtures as cheaply and as well as a regular factory.

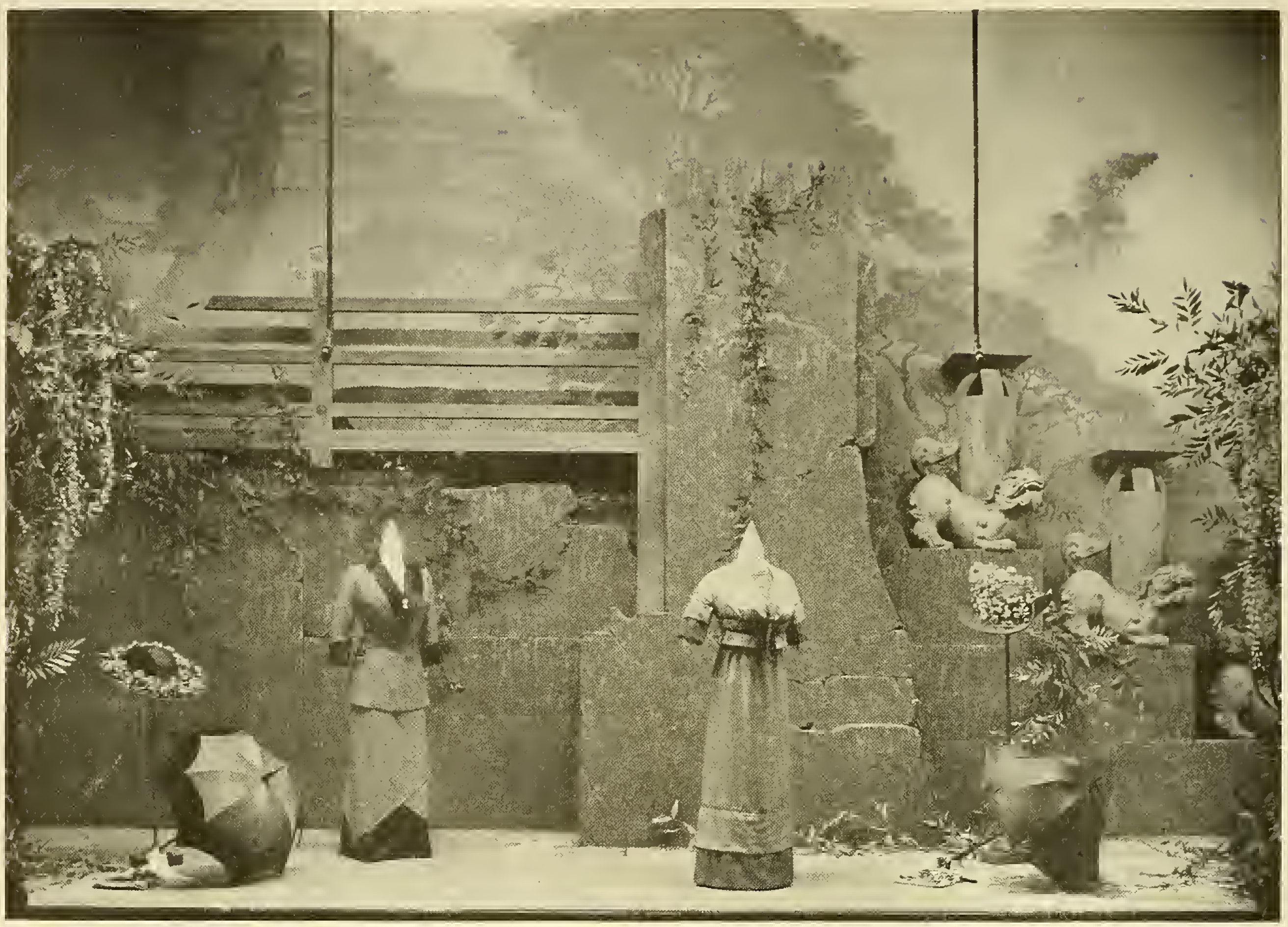
The Hewett Co. decided that they wanted some changes from the regular stock patterns. For example, they wanted glass doors to the shelving in the muslin underwear department and in some other sections, to prevent any dust reaching the goods. Naturally this necessitated some little additional expense. However the added cost was not great. Throughout there was no attempt to save money in the equipment as it was desired to have everything as good as possible. There are over forty show cases in the store and of all these it was only necessary to alter the design of one or two to meet with the requirements. Even with the special work and alterations, members of the Hewett Co. express themselves as being highly satisfied with the outfit and the price paid for it. In appearance and utility, every piece is as good as possible and the quality is such as may be depended upon to give the best of service for many years.

Discounts For Employes

PRACTICALLY every merchant makes a practice of allowing discounts to employes on purchases made in the store. Some of the bigger stores go even further in this respect, making it impossible for employes to secure various necessities not handled by the store, at reduced prices. Several of the Chicago stores, for example, provide for the delivery of coal to all employes at from 25c to 50c less than the regular prices, and other commodities are handled in a similar way. This is a little help that most employes will appreciate in these days of high prices.

* *

BREUNER'S furniture store in Oakland, Cal., has adopted an unusual style of window display. Just inside the glass of the big corner windows are built the rooms of a modern bungalow. These rooms include bath-room, kitchen, living room and dining room, and each is completely fitted out with its proper equipment. The bungalow effect is carried out on the interior of the store at the backs of the windows and visitors are given free access to the rooms.



ONE OF A SERIES OF JAPANESE WINDOWS DESIGNED BY MR. FRASER FOR MARSHALL FIELD & COMPANY

WINDOW DISPLAYS DE LUXE

THE REMARKABLE WINDOW SETTINGS OF MARSHALL FIELD & COMPANY ARE THE HIGHEST TYPE OF THIS ART AND SHOW THE WONDERFUL PROGRESS THAT HAS BEEN MADE IN A FEW YEARS.

Frank Robertson

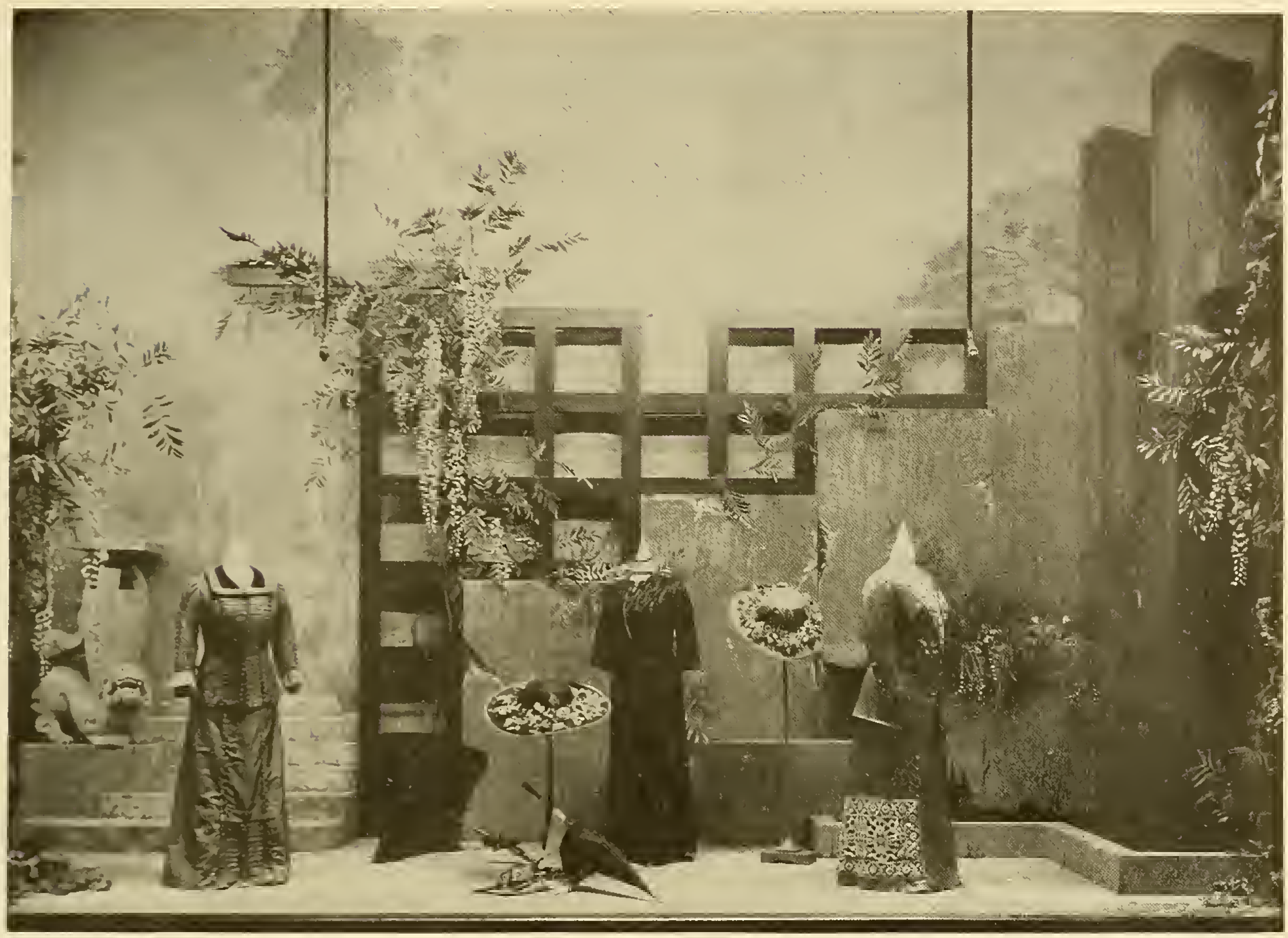
IT IS something of a statement to make in these days when one asserts that anything is "the best in the world," yet there are some few instances in which this superlative may be used safety, without reasonable fear of contradiction, so here goes:

Marshall Field & Company's show window displays are the best in the world.

That is a statement that we believe will be coincided in by every practical window dresser. From an artistic point of view the windows of the Field store have no equal. They stand alone. Mr. Arthur V. Fraser who designs the displays for Marshall Field & Company is without question the leading window artist of the present time, and it is to be regretted sincerely that his work cannot be given the permanency that is given to many other forms of art of a less deserving nature. As it is, Mr. Fraser's work is transitory. A magnificent series of displays is designed, built and installed for a few weeks. Then it is removed to make way for another display—and that is the end of it except in so far as its influence may be impressed upon window decorating in general. But the displays of Marshall Field & Company have had a far reaching influence upon window decoration. Ideas introduced in the windows of this store have been adapted to the windows of other stores all over the world. In this connection it may be stated that it is a somewhat precarious performance for the amateur window dresser to copy ideas from the Field windows. He will in many cases come to grief.

The inexperienced copyist fails to realize that beauty of the average Marshall Field & Company display lies in artistic composition, unity of design and purity of style, with careful attention to the smallest detail. Every part is related to every other part. In other words, the design is complete, and to add to or take away from it usually meets with somewhat the same success that attends the experiments of the small boy at watch making—he experiences much difficulty in making the thing "go" after he has rearranged the wheels to suit his ideas.

To illustrate this point: In some of the win-



THIS WINDOW ADJOINED THE ONE SHOWN ON THE OPPOSITE PAGE.

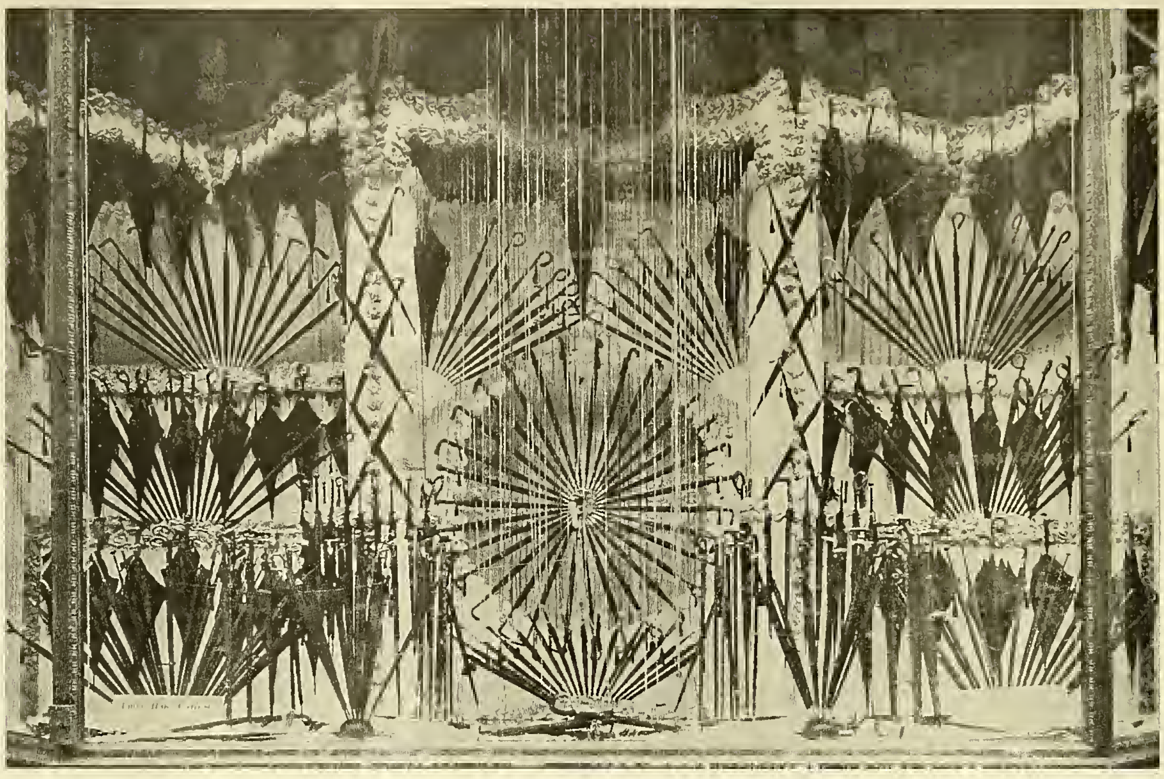
dows of the old Marshall Field & Company store there were large, square columns. These were cumbersome and unwieldy, but they were necessary to the structure of the building, and they were handled by the decorator in his design as attractively as possible. A number of photographs showing these windows with the big posts were published in trade journals, whereupon scores of window dressers in remote towns promptly proceeded to copy the displays, posts and all. This happened regularly for years until the new store was built with windows having no unsightly posts.

We do not mean by this that ideas from the windows of Marshall Field & Company can not be utilized successfully. They can be adapted in many ways, but the man who uses them must be discreet in his adaptations. He must realize furthermore that the materials used in creating these displays are in many cases costly and elaborate, and that it is impossible for the imitator to get the same effects with cheap materials. To sum up the matter, the student of window dressing can get endless ideas from the windows of the Field store. He should study them at first hand if possible; if he cannot do that he should study reproductions of them whenever the opportunity offers. But before transplanting the ideas into his own windows he should consider carefully whether or not they will prove appropriate under the altered circumstances.

The splendid displays to be seen in Marshall Field & Company's windows today illustrate most convincingly the big strides that have been made in this art during the past dozen years or so. A reference to "cheese cloth puffing" as an adjunct to window display is considered a great joke by the decorator of today. He also smiles at the idea of the "hammer and saw trimmer" and his scrolls and frame work, yet less than fifteen years ago most of the best stores were using the same "cheese cloth puffing" put in place by the same "hammer and saw trimmer."

OLD TIME DISPLAYS AT FIELDS

Two pictures show a Christmas umbrella display and a shoe window, both made by Marshall Field & Company. Both of these displays will bring a smile to the face of the trimmer of today. They were profuse with colored cheesecloth, puffed over fantastic framework with backgrounds and floors treated in the same way with the same material. The handling of the merchandise could hardly have been worse, judged by present day standards. Yet when these windows were trimmed,



DISPLAY BY MARSHALL FIELD & COMPANY, IN 1897—DECORATED WITH CHEESE CLOTH PUFFING.

fifteen years ago, they were considered models of the decorator's art. At that time Marshall Field & Company occupied the same relative position it occupies today, and its window displays, from the decorator's point of view, were as much admired then as now. These displays were not designed by Mr. Fraser, but by one of his predecessors. Compare these old windows with the spring displays of last year and the year before which also are illustrated here and note the remarkable difference. But let us turn to a description of these windows printed at the time the displays were made. This will give us an accurate idea of how they were considered at that time. The following quotations are from the Show Window of December, 1897, just fifteen years ago:

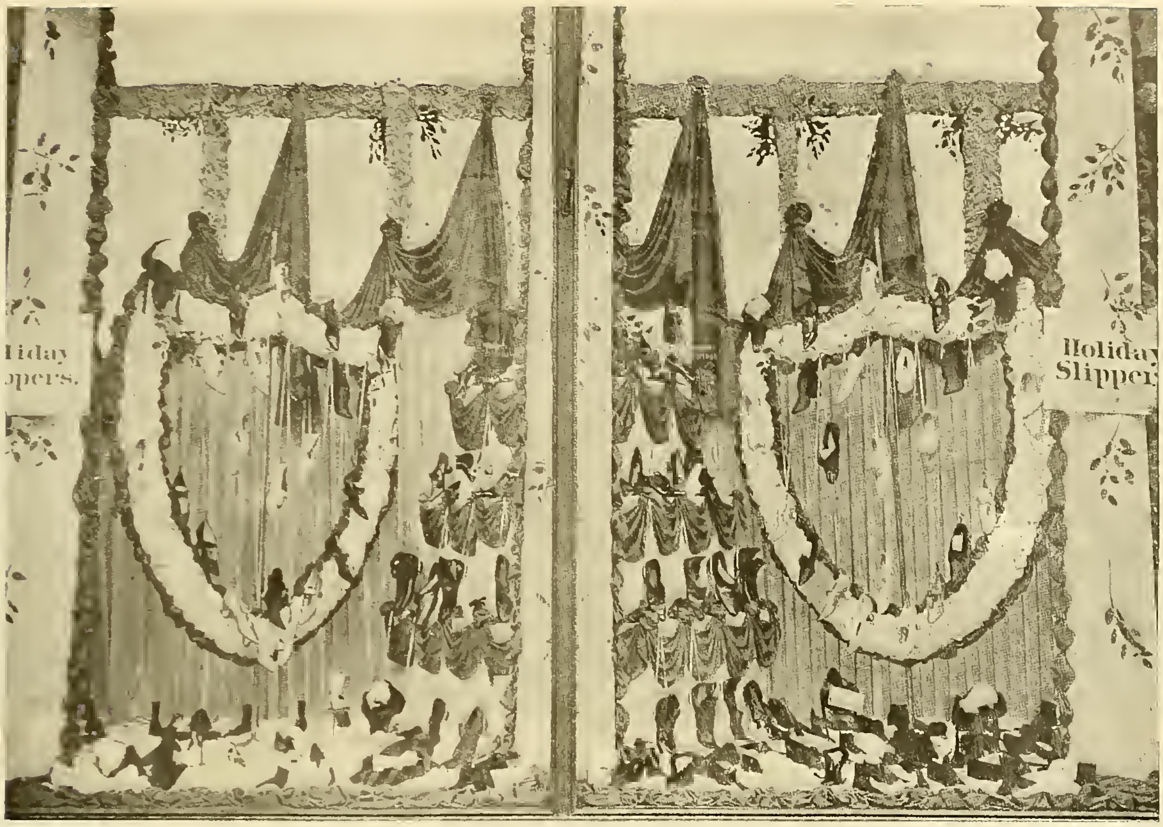
CHEESECLOTH PUFFING AS A DECORATION

Umbrella Display.—Marshall Field & Co.—There are enough ideas in this window for half a dozen ordinary umbrella displays, and in itself it forms one of the handsomest windows of the kind ever trimmed. The side fans are built upon circular brackets, and half-opened umbrellas hang from the cornice work. In the center, a line of small baby ribbon, pure white, runs from each umbrella to the ceiling, forming a very good imitation of rain. Half-opened umbrellas are also used to back the lower side-fans. The umbrellas are held in place by being set into blocks of wood, in which holes have been bored sufficiently deep to hold the ferrules. The background was of white, trimmed with lavender.

Display of Holiday Slippers.—Marshall Field & Co.—A remarkably pretty trim is here shown, the only detraction to the reproduction being that the window post cuts off part of the display. In the center is a conical form, covered with white-pleated cheesecloth, upon the sides of which are suspended slippers by means of white satin ribbons. The ribbons are fastened at the top of the incline, and are looped, the heel of each slipper being held in position by a loop. Beneath each row of slippers is a festoon of lilac cheesecloth. The side shields, which are set slightly facing the central cone, are puffed with white cheesecloth, edged with lilac. Within these are suspended ladies' slippers by means of white satin ribbons. The shields are held in position by means of standards. Sprigs of holly were scattered about the display.

A BEAUTIFUL JAPANESE DISPLAY

It will be seen from the foregoing that these old time displays were considered unusually good in their day, but how different they are from the magnificent windows of the present time. Take, for example the Japanese displays, two of which are shown here. It may safely be said that these windows constituted the most perfect example of scenic window display ever attempted. The foreground of the scene was an ancient wall of stone and wood. This construction is so well shown in the pictures that it is unnecessary to attempt a detailed description, which would be difficult. Back of the foreground and blending into it in part was a remarkable scenic painting showing a Japanese landscape. The soft, hazy tones and vague lines, with the faint, snow-capped Fujiyama in the distance gave wonderful atmosphere and perspective to the whole setting. This is real Japanese art. It is far different from the usual "Japanese" display in which paper lanterns, parasols, fans, etc., constitute the decorative features. The floor was



A MARSHALL FIELD & COMPANY WINDOW OF FIFTEEN YEARS AGO—NOTE THE CHEESECLOTH PUFFING.

painted in a remarkably faithful representation of patterned stone in colors to harmonize with the remainder of the setting. At one side of the window on the right was a basin filled with water in which fishes were swimming. Wistaria, a typical Japanese flower, was used to give color to the windows.

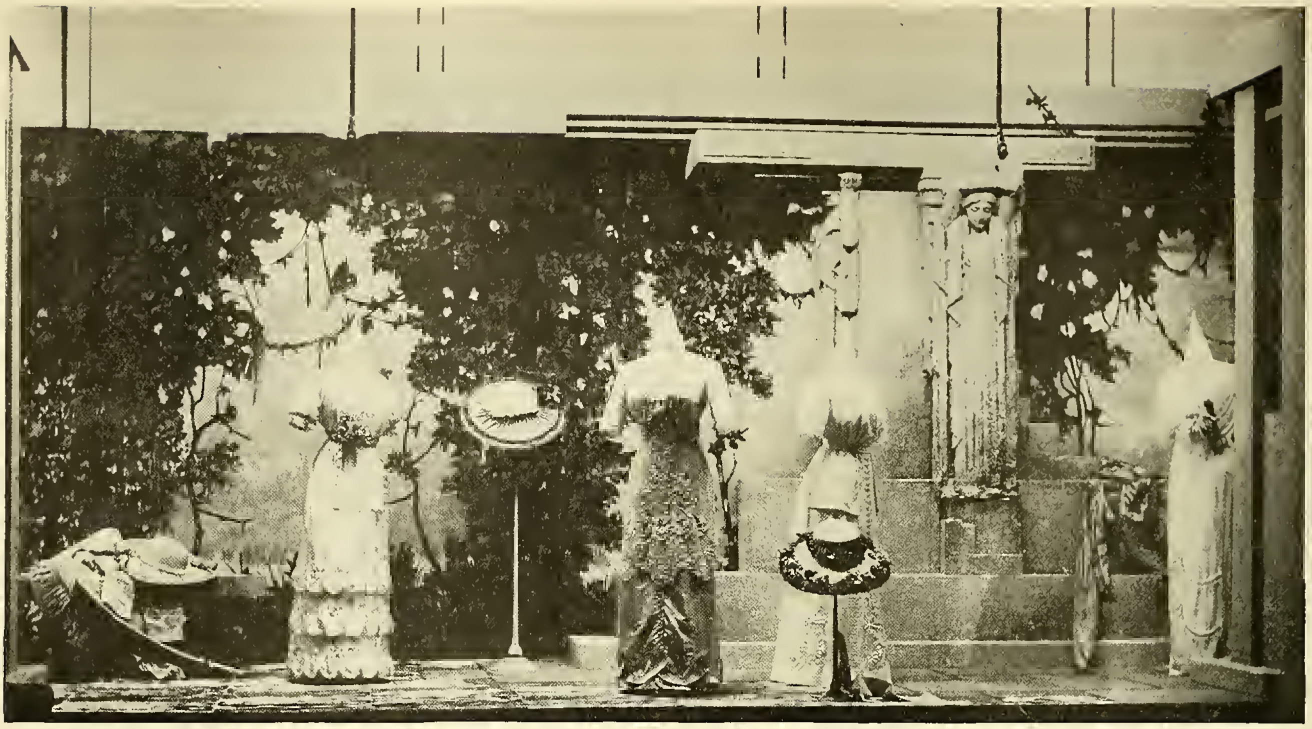
WINDOWS OF LAST SPRING

Now let us consider the Spring windows of last year. These are as different as possible from the Japanese displays and illustrate Mr. Fraser's versatility. The suggestion in these displays was of a semi-tropical garden. At the back was a suitable woodland scene in delicate Spring shades. A little distance in front of this was a heavy foliage made of cut out plush colored in a profusion of rich tones. A feature of these displays was the abundance of gaily colored tropical birds. These also were cut from plush and colored with aniline dyes. In one of the windows may be seen two bird houses mounted on tall posts. Between them was a quadrilateral basin, in the middle of which was a bronze figure of a recumbent infant playing with a squirrel. In the other window is shown a section of the classic masonry design that was repeared throughout the series of windows. This was in a rich, coarse sand-stone effect in shades of tan. The floor was covered with plush laid flat over an irregularly painted stone effect.

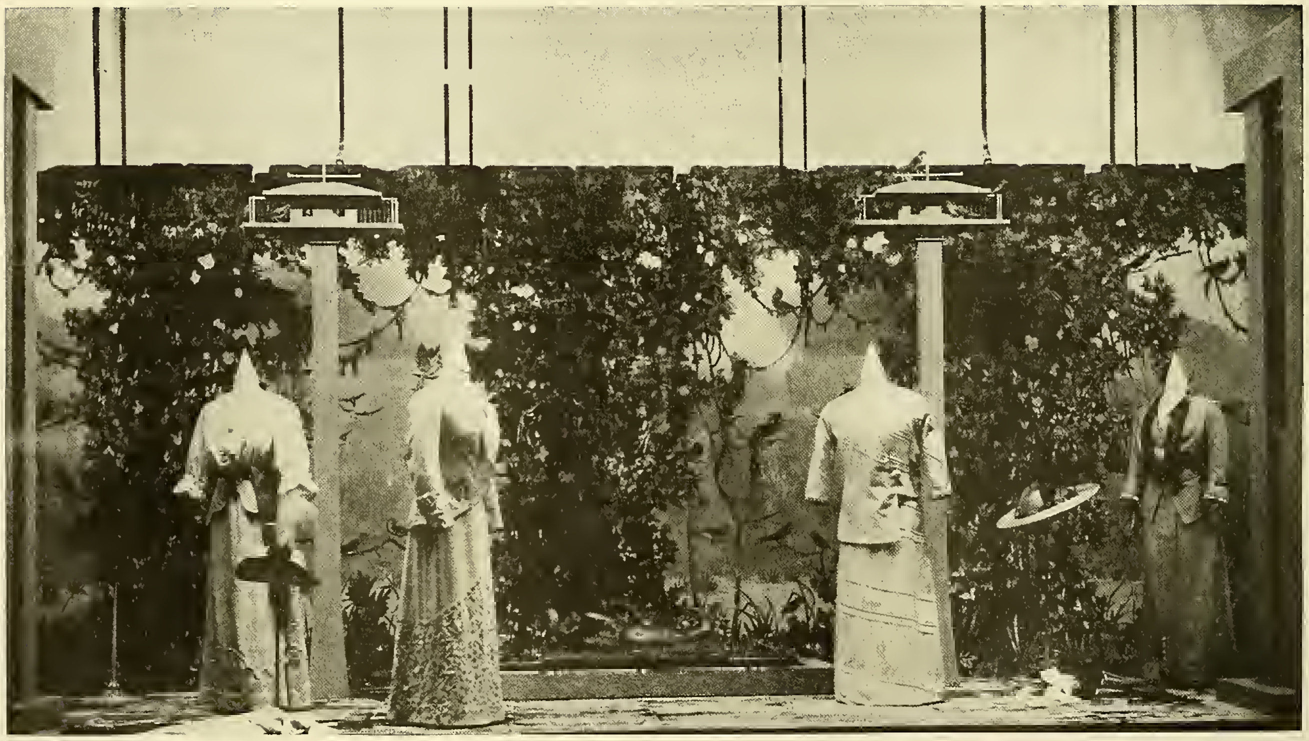
Some other displays are also shown to illustrate the scope and variety of Mr. Fraser's work for Marshall Field & Co. In all of them may be seen the same unity of design and careful composition. Each one is so complete and it would be difficult to add to or take away from any of them without impairing the effectiveness of the setting. Another feature characteristic of these displays is the perfect workmanship that is apparent in each picture, and is equally evident in the windows themselves. There are no open seams or unfinished corners in the windows of Marshall Field & Company. Every little detail of construction or fitting is finished as carefully as if it were intended to last for years instead of only for a few weeks.

THE SPLENDID DISPLAYS OF TODAY

The elaborate window displays now made by Marshall Field & Company have been the custom for only a few years. They began with the opening of the new building in the fall of 1907 when the entire State street front and a number of windows on Randolph and Washington streets were decorated to illustrate the various decorative periods. Before that time, except in a few windows in the north half of the building, there was no opportunity for making a satisfactory showing. The windows were shallow, of old-fashioned construction and obstructed by great posts which greatly handicapped the decorator. Nor was the policy of the store at that time concerning its windows the same that it is now. The present policy in the matter of display is to



ONE OF THE SERIES OF WINDOWS FOR THE SPRING OF 1912.

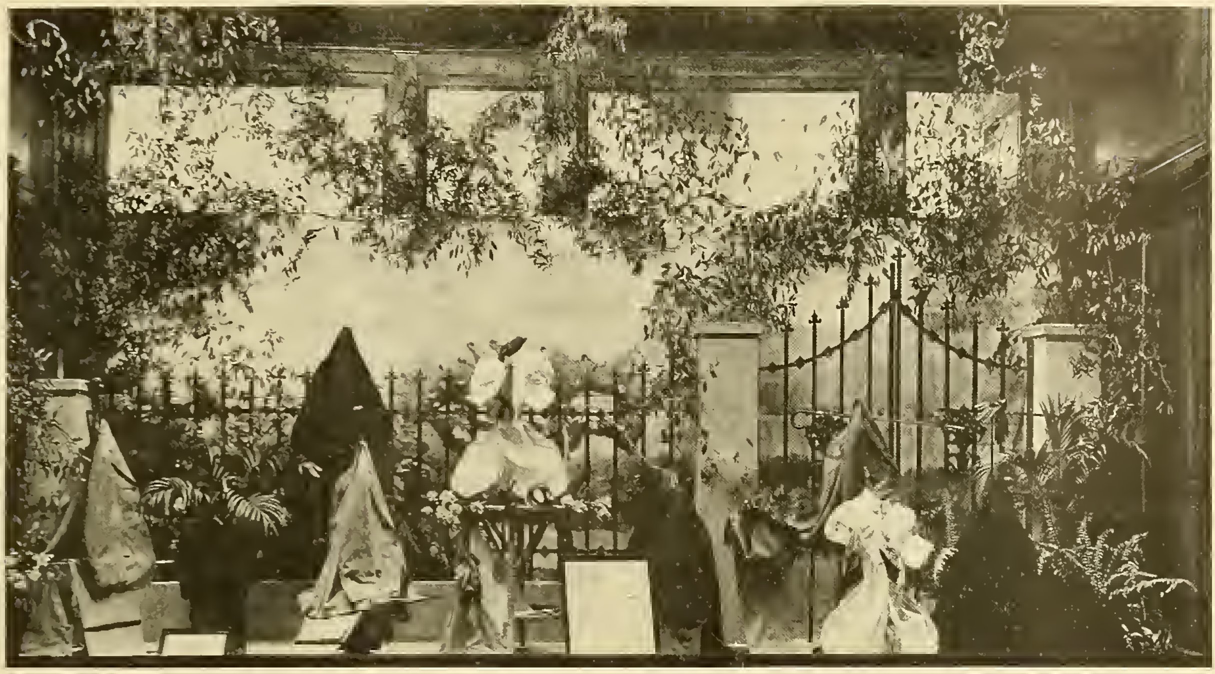


THIS IS ANOTHER 1912 SPRING DISPLAY.

make the displays as good as possible and expense is a secondary consideration.

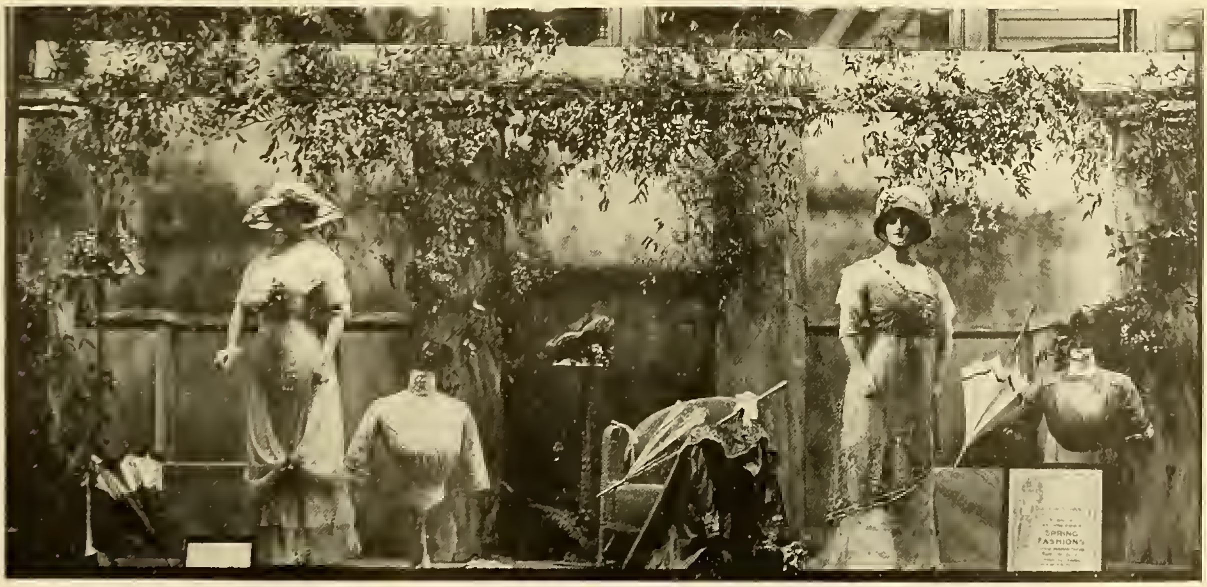
Naturally the displays made by Marshall Field & Company cost a great deal, but they are inexpensive when their great advertising value is considered. They have done their part in making the name of this great establishment a household word from one end of the country to the other.

ON account of the unusually early date upon which Easter falls this year, many stores will have two spring openings, one at Easter and the other several weeks later. This applies particularly to stores in northern cities where the twenty-third of March is likely to be anything but spring-like. In most cases the Easter opening will be in the nature of a preliminary spring showing.



Plates Nos. 7136-7. Spring Displays, by David E. Spear, Jr., for Duffy-Powers Co., Rochester, N. Y.

Here are shown two of a series of eight displays of an unusual character. The windows were designed from a series of paintings of the Italian Lakes by Ella DuCane. In each window the background was a large scenic copy of one of the paintings, and the foreground was built in to correspond with the painting. In every window was a card giving the name of the scene is represented. It is to be regretted that in the photographic reproduction practically all of the detail in the scenic backgrounds are completely lost. In the upper picture the scene represented *Villa Carlotta, Lago di Como.* The foreground consisted of a fence and gateway leading to a villa. The posts and base were composed of framework covered with composition board painted in grey water color and sanded with grey marble dust. The fence was made to represent black iron. It was built of ⅞ inch lumber and adorned with plastic ornaments. The gates were reproduced in the same manner. The flooring was muslin tinted with grey water color to correspond with the framework of the fence. There was a maroon border around the outside edge. The foliage was Southern smilax with palms and ferns banked around the posts and back of the fence. Flowers were used also. The lower picture shows a display suggesting the *Terrace of the Palazzo Ruffolo, Ravelo.* The painting that served as a background is completely obliterated by the shadows from the framework and foliage in front. The wall seats and columns in the foreground were constructed of framework and composition board and tinted a salmon shade and gone over with various light tints to give the effect of massive marble. The open space in the middle was supposed to lead to a descending stairway. Across the tops of the columns were large pieces of timber covered with cedar bark, forming an arbor effect along the top of the entire setting. The flooring was muslin tinted with dark sienna with which the millinery stands corresponded in color. Southern wild smilax was also used in this window and throughout the entire series and produced a very pleasing effect. This series of windows proved highly attractive and were very satisfactory in every respect.



MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

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G. H. LAMBERTON	Sec'y and Mgr.
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431 So. Dearborn Street, Chicago, Ill.

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EASTERN OFFICE, 1724 Tribune Building, New York City

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WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	$2.00 a Year
All Other Countries	$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

⁂In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

⁂Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

⁂When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

⁂Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

February, 1913

CONTENTS.

Factory Fixtures—Seventh Article.................... 25
Window Displays de Luxe.......................... 30
Making 'Em Honest................................. 36
Big Talk.. 36
An "Easy Payment" Ad.............................. 37
Another Use for the Air Brush..................... 37
Our Monthly Prize Contest......................... 37
British Display Contest........................... 44
Decorations at Selfridge's........................ 46
Suggestions for Spring—A. Worger.................. 48
A Consulting Window Dresser....................... 50
A Seal of Confidence—J. A. Koerber................ 52
Department Store Card Writing—G. W. Hess.......... 54
Men's Wear Display—H. C. Davis.................... 58
N. A. W. T. of A.................................. 62
Twin City Decorators Meet......................... 62
Notes from New York............................... 64
For Our Advertisers............................... 68
Wants, For Sale, Etc.............................. 85

Making 'em Honest

UNDOUBTEDLY a large proportion of the value of all advertising is negatived through the fact that a certain amount of advertising is dishonest. While the advertising of today is infinitely more honest than that of a few years ago, there are still many pirates in business who believe that "a sucker is born every minute" and plan their publicity in accordance with that belief. No matter how much preaching is done on the subject, nor how often it is proved that dishonest advertising don't pay, there will still be a few men who will continue to write and print exaggerated or dishonest statements. Out in North Yakima, Wash., the merchants have gone about the stopping of this abuse in a practical way. Through the efforts of the Business Men's Association an ordinance was passed which will probably have a deterrent effect upon the disciples of Ananias who have been in the habit of stretching the truth promiscuously in their advertisements. Here is the ordinance:

"Section 1. Any person, firm, association or corporation, whether as owner, proprietor, keeper, agent, employee or representative of any other person, firm, association or corporation, who, in a newspaper or other periodical, or in public advertising, or by letter, circular, window sign, card or hand bill, or any other method, knowingly makes or disseminates any statement or assertion concerning the quality, the quantity, the value, the price, the method of producing, or manufacture of his, their or its merchandise, or professional work, or the manner or source of purchase of such merchandise or the motive or purpose of any sale which is untrue, fraudulent or misleading, shall be deemed guilty of a misdemeanor, and upon conviction thereof, shall be punished by a fine of not less than $10 or more than $100, or by imprisonment in the city jail for a term not exceeding thirty days, or by both such fine and imprisonment.

"Sec. 2. Each day's continuance of the violation of any act prohibited by Section 1 of this ordinance shall constitute a separate offense thereunder.

"Sec. 3. This ordinance shall take effect and be in force thirty days after its passage, approval and publication."

* *

Big Talk

ALMOST any day during the busy season one may pick up a city paper and read that half a dozen stores are conducting the greatest sale on record, or something to that effect. And the merchant who makes these statements evidently thinks the public believes them or he wouldn't pay to have them printed. In many cases the advertiser indulges in this big talk because his competitor does the same thing—he is afraid to claim any less than does the store across the street. Probably the man across the street feels the same way about the matter. As a consequence each merchant goes the limit of exaggeration although, at heart, he would much prefer to advertise in a more conservative way. The only way to stop this abuse is to quit it. Watch your competitor's advertising by all means, but do not let him influence you to discredit your advertising through statements that no sensible person can be expected to believe.

* *

An "Easy Payment" Advertisment

MOST big stores sell some kinds of merchandise on the deferred payment plan. Those that do will find several very convincing arguments in the following advertisement that was published recently by Gimbel Brothers of Philadelphia:

> Go in debt if you want to get rich. There is no incentive to save that equals the compulsion to save that follows a prudently-made debt.
>
> Don't go in debt on general expenses—that will foster ruin. Don't buy a suit unless you can pay for it—or an automobile or anything of costly upkeep.
>
> But buy a house—prudently; or a farm—with more deliberation; or a piano, or some real property. And you'll save—and soon own it.
>
> It's a daily occurrence to have young folks ask us how to get a start in the world. It's a pleasure to be able to assure pretty good success to any one of sound mind and body who will try—honestly, earnestly, persistently. Over-night successes seldom endure. Mushrooms of no kind keep long.
>
> Our records show hundreds of piano owners who never could have owned an instrument on a cash basis, and in all the vast experience of selling pianos in clubs we have known of no subsequent hardship; nor have we been asked for relief from the bargain, except in two or three cases. Family bereavement—the loss of the breadwinner—has, in a few cases, changed plans. And we have helped to make the change easy.

* *

SOME years ago it was a rather general custom with window dressers to make the principal feature of their display a Cross or other similar symbol suggestive of the religious aspect of Easter. While this custom has been discontinued to a great extent, there are yet some decorators, who give a more or less religious tone to their windows at Easter. This is in poor taste and to a large part of the public is decidedly offensive. Religion should not be commercialized in the show window or elsewhere.

* *

ONE fresh, inefficient, gum-chewing clerk can drive away more customers in a day than you can get back in a week. Clerks of this sort can be hired cheaply, but they prove mighty expensive in the long run.

Another Use for the Air Brush

THE air brush is certainly a mighty useful tool for the window dresser or card writer. There is no end to the number of ways in which it may be made to serve. The latest use for the air brush has been developed by Al. Worger, who is window dresser for a chain of shoe stores in Indianapolis, Ind. These stores frequently had calls for satin slippers to match gowns of a certain color. As there is no end to the colors of gowns, it was sometimes impossible to supply slippers in the desired shape. To overcome this difficulty, Mr. Worger proceeded to do a bit of experimenting with his air brush. He found that by using good dyes mixed with a little chloroform, he could color the slippers as well as if they had been dyed.

Then the customers wanted silk stockings colored to match shoes and gown. This Mr. Worger also undertook, using Diamond dyes with a slight mixture of chloroform. The colors are sprayed thinly on the white hosiery until the proper tint is reached. The price for this special coloring of hosiery is seventy-five cents or a dollar a pair and women are glad to pay this price when assured that they will get exactly the shade that is required to give the finishing touch to their costumes. With a sample of goods to get the color from, a pair of stockings can be colored in a few minutes with an air brush hitched to carbonic acid gas drums or an automatic pump. Diamond dyes come in a great variety of shades, so there is no trouble in getting the desired color.

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

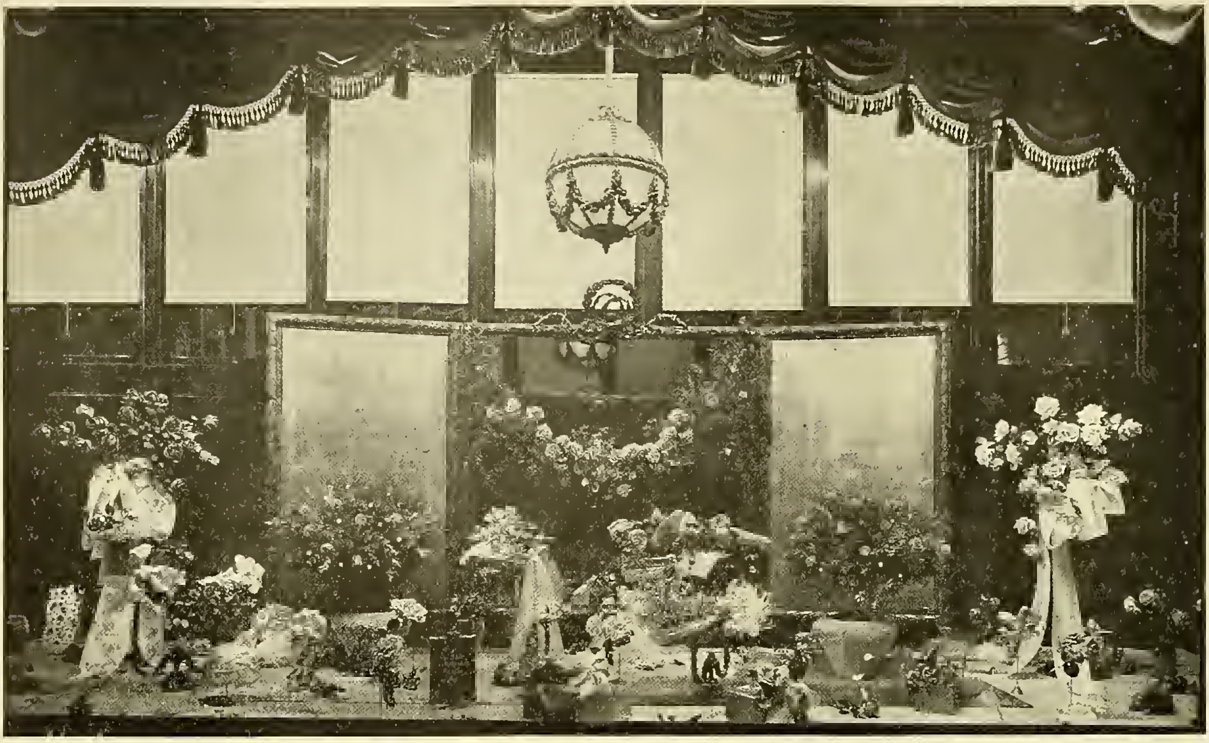


Plate No. 7138. Display of Millinery Flowers, by E. M. McCartney for Joseph Horne Co., Pittsburgh, Pa.

The same general treatment was used in this as in the other window by Mr. McCartney shown here, with the exception that the merchandise was of a different character. The flowers were shown in a variety of ways to bring out their attractiveness. Some were arranged in bouquets of different sizes and tied with ribbons; others were placed in open boxes as though they had just arrived from the florists; still others were shown on stands or on the floor.

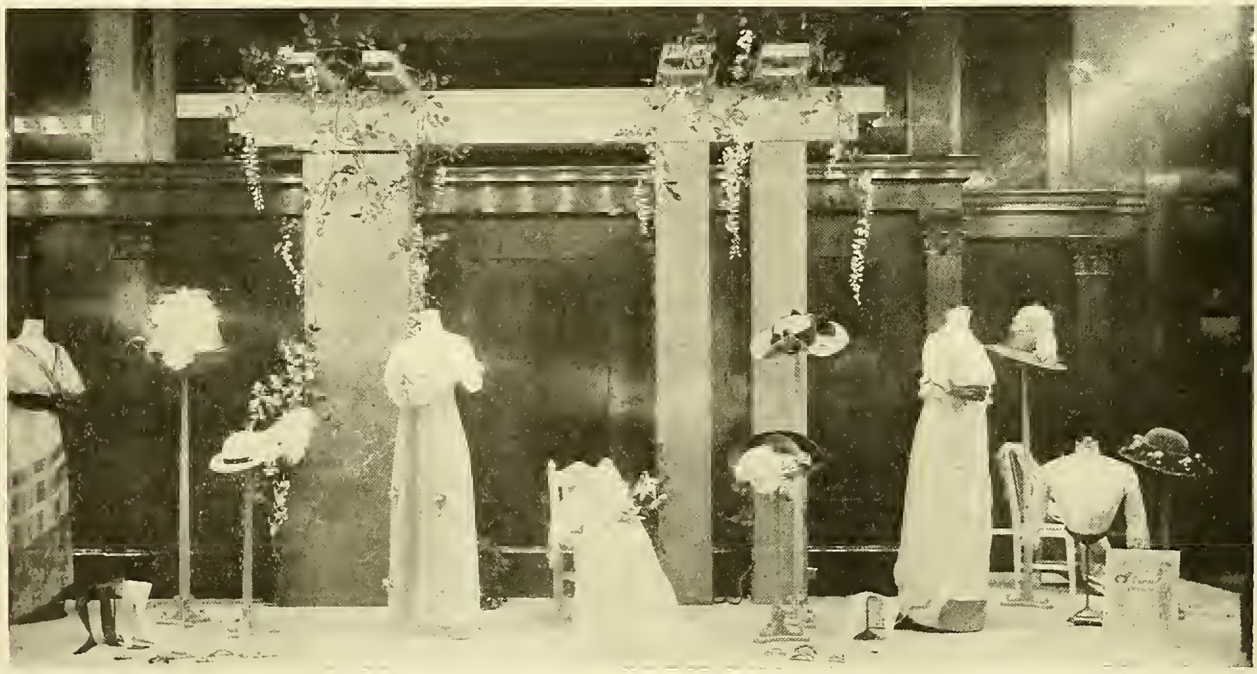


Plate No. 7139. Spring Display, by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

This setting was one of remarkable richness but much of the effect is lost in the reproduction. The setting was finished in semi-metallic colors to represent great slabs of rock ore. The coloring was as though one had split open a piece of silver and copper ore and in addition there showed occasional zigzag lines of pure gold and silver. On the big slab across the top, there was a Japanese design inlaid with metallic colors. The floral decorations were wistaria and orchids. Stone grey gelt was used as a floor covering. There were two windows treated in this manner. The arrangement of merchandise shows for itself.

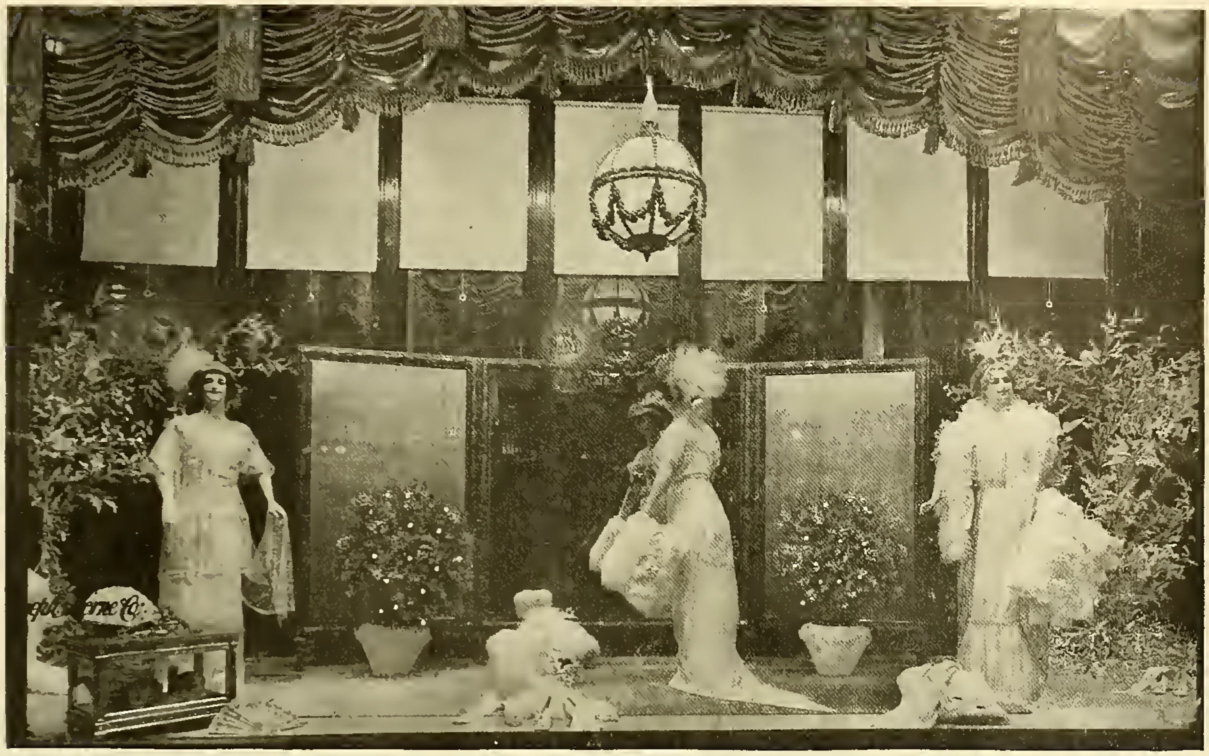


Plate No. 7140. An Opening Display, by E. M. McCartney for Joseph Horne Co., Pittsburgh, Pa.

This handsome scheme of decoration might be used at any season as a setting for gowns. It is simple and elegant. In the middle of the back was placed a large screen having three panels. In front of each side panel was a bush of miniature red roses lighted by many miniature electric lamps. The bushes were in ornamental white jardinieres, trimmed with pale blue. At the left on the floor near the glass was a small gold case in which were shown various pieces of jewelry suitable to the gowns shown. Suspended from the top of the window was an ornamented illuminated globe. The three figures were arranged admirably.

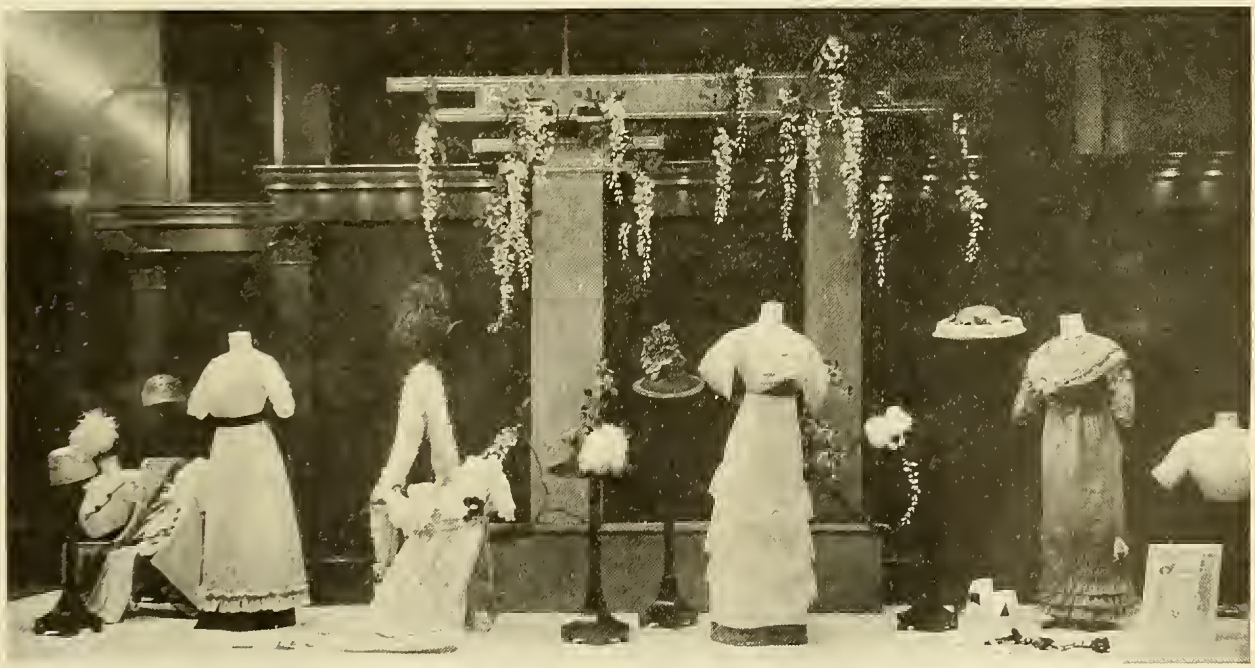


Plate No. 7141. Opening Display, by W. H. Hinks for John W. Thomas & Co., Minneapolis, Minn.

This setting varies from the other display by Mr. Hinks in this issue in that the construction is somewhat different and the finish was entirely different. The finish of the framework was done to represent Rookwood pottery. It was made to imitate a glazed stone and then stained in amethyst, dull green and blue. This finish was discovered by Mr. Hinks after much experimenting and it gives an unusual and highly artistic effect. Two windows were treated in this manner. The flowers used were wistaria blossoms in long sprays.

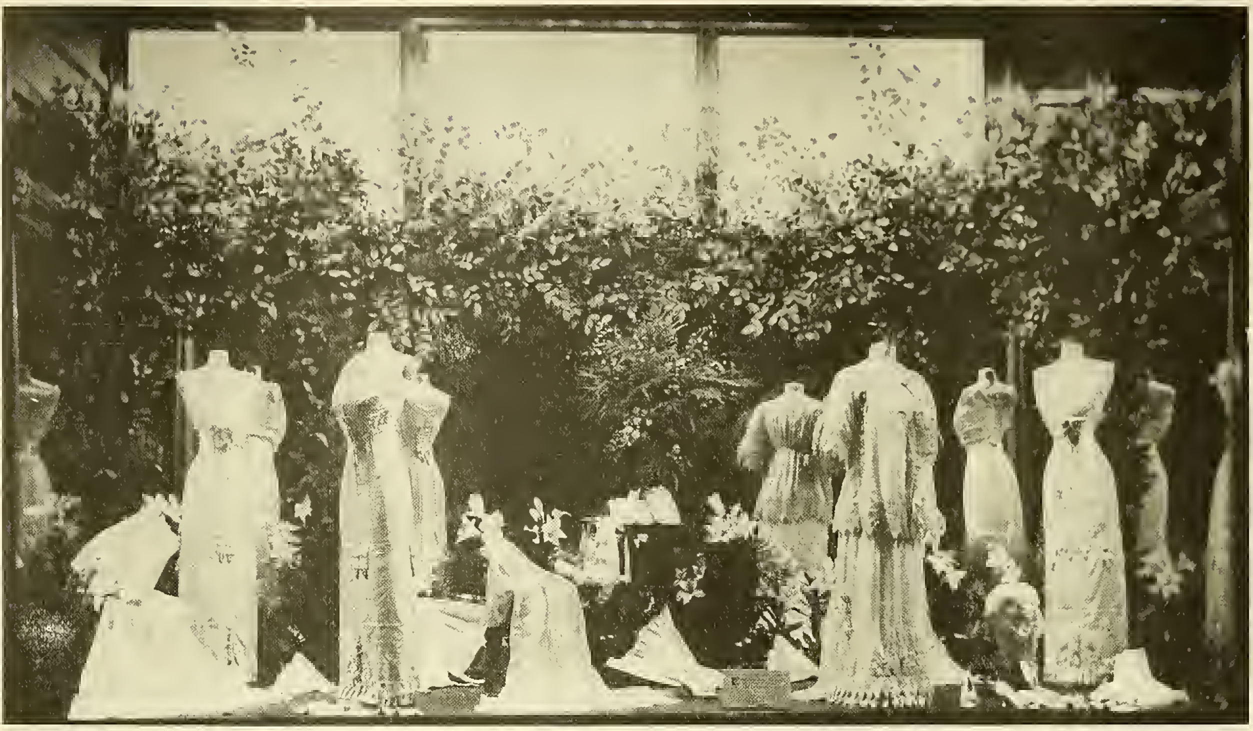


Plate No. 7142. Spring Display of Undermuslins, by Peter Peters for Carson, Pirie, Scott & Co., Chicago.

Owing to a lack of perspective in the photograph, this picture gives an inaccurate idea. Up the rear ends and across the top of the background was a profusion of tinted green foliage. Running along the sides and back was an irregular row of Easter lilies intermingled with large ferns all of which were imbedded in thick foliage. On a small stand in the middle was a large bouquet of dainty spring flowers and ferns.

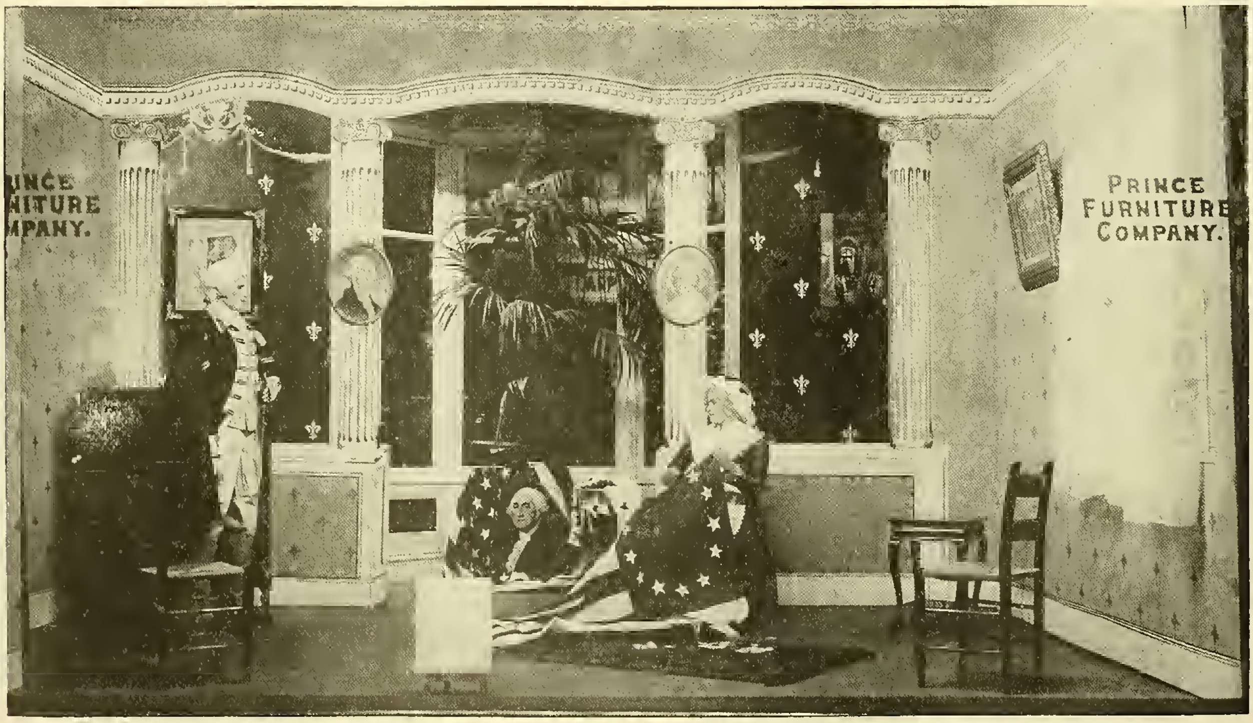


Plate No. 7143. Special Display, by Stuckert & Clouse for Prince Furniture Co., Allentown, Pa.

This window was put in for Flag Day but it will serve as well for Washington's Birthday or any other patriotic occasion. It represents Betsy Ross making the first American flag. The side walls were pink with a gold stenciled figure and the base-boards, columns and other woodwork were in white. This is a very deep window and at the back was built a hall with bay-window. The two figures were dressed in colonial style and all the furniture was of that period. This made a bright and attractive display. Such a window is sure to receive much notice.

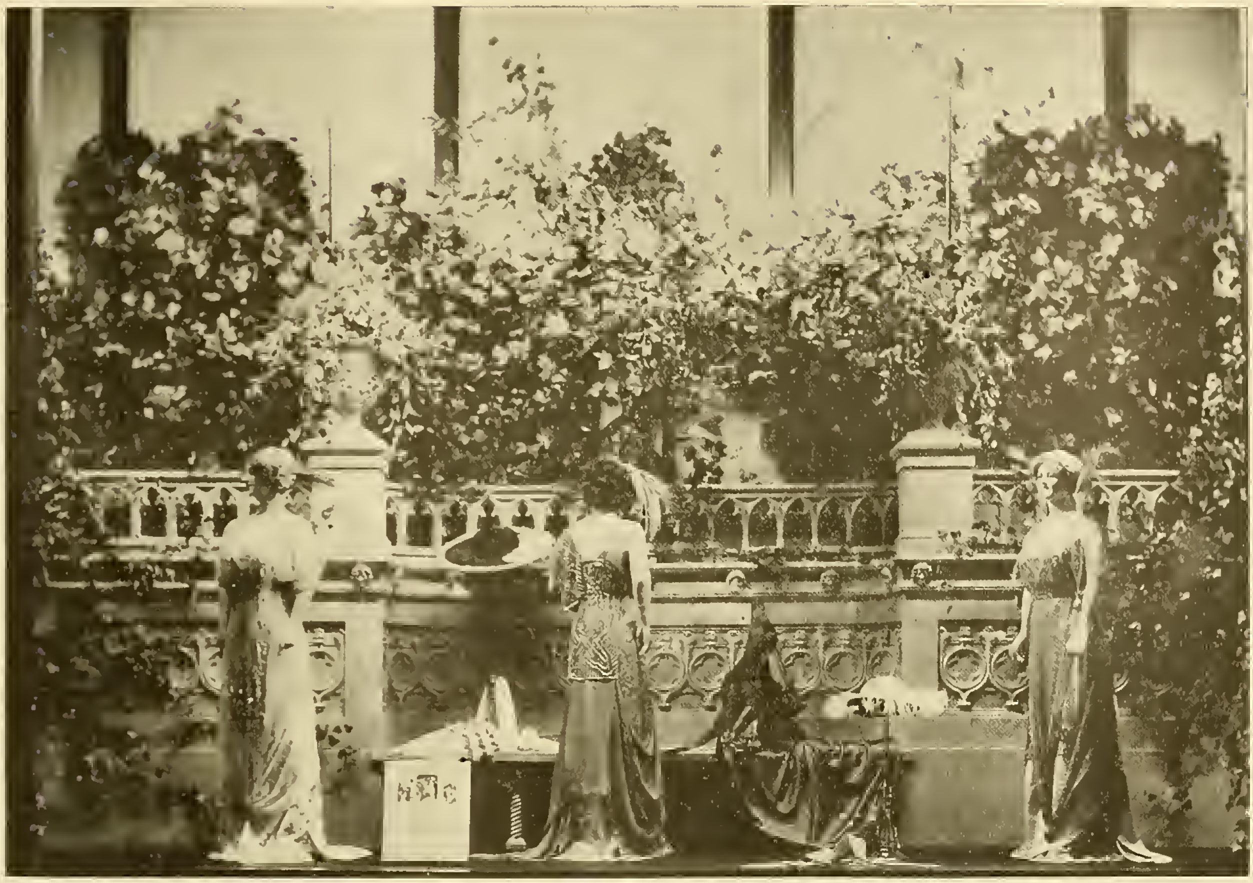


Plate No. 7144. Spring Display, by Harry Jones for Mandel Brothers, Chicago.

This illustration shows the manner in which the 1912 opening windows of the Mandel store were trimmed. The effect of this setting was unusually pleasing and it proved a highly satisfactory background for the handsome costumes shown. The wall was of an ornamental Gothic design in rough, tan colored sand stone. Two large urns finished in the same manner were mounted on the wall and filled with a profusion of orchids and other flowers. Green ivy was growing over and through the interstices of the wall and back of it was a profusion of spring foliage. In the middle was a stone bench on which were arranged a number of dress accessories.

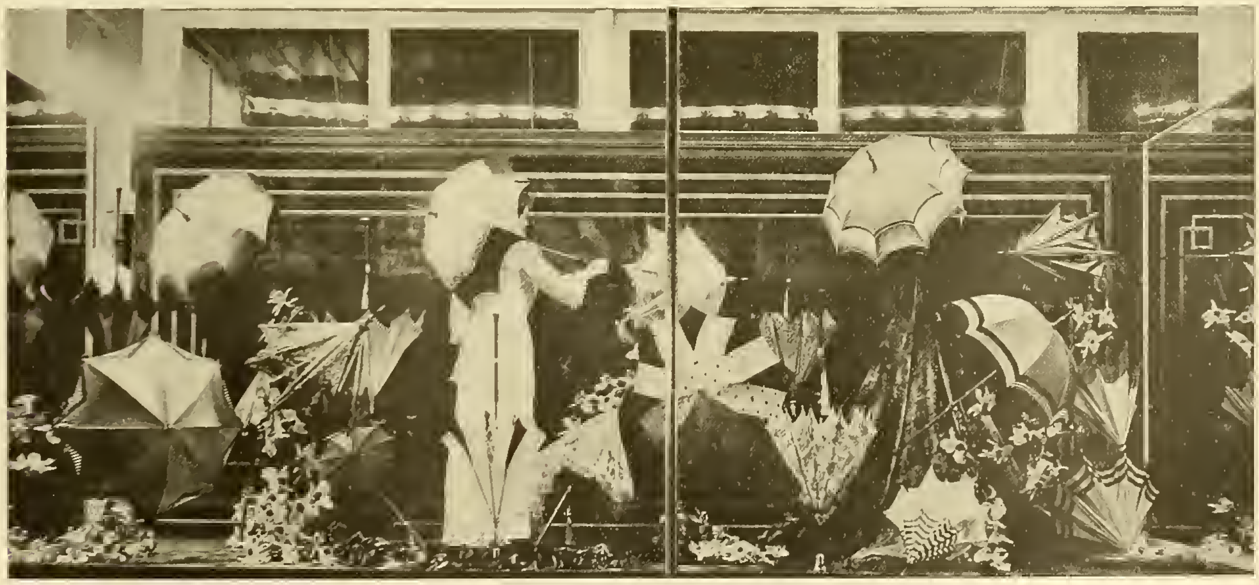


Plate No. 7145. Parasol Display, by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

This is one of a series of three windows of parasols. In each was a distinct color combination. The window shown here was yellow and purple; the other two were black and white, and the other blue and fancies. The arrangement of the parasols is self-explanatory. The series attracted much attention.

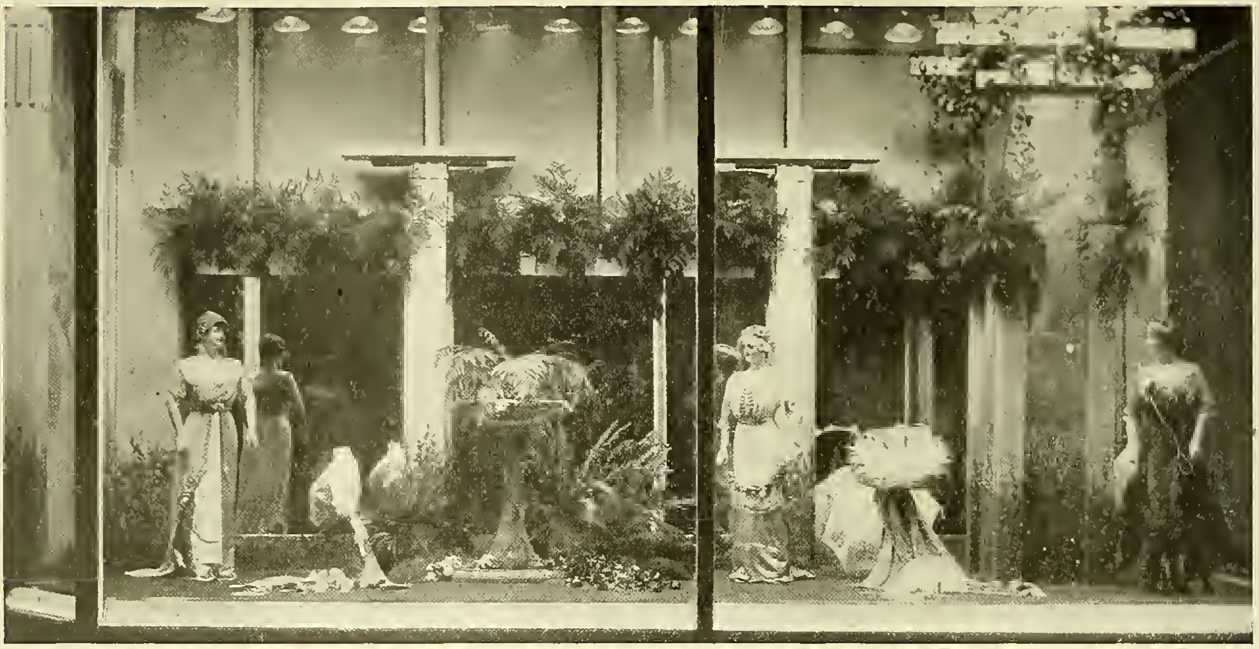


Plate No. 7146. Spring Display, by D. W. Moyer for Chas. A. Stevens & Bros., Chicago.

The photograph does but scant justice to this handsome display which was used in both of the State street windows of the Stevens store last spring. In these windows, Mr. Moyer is handicapped by the large posts that support the front of the building. In his decorations, however, he always manages to make these posts serve as an added attraction rather than a detriment to the display. In this picture, the big supporting column may be seen at the right. The nature of the background design in this window is so evident that it requires no explaining. Along the base of the framework and extending up the columns for a distance of about two feet was an irregular application of metallic crystals having the appearance of rough carborundum. These glistened in all the colors of the rainbow. At one side was a fountain filled with ferns, the base of which was almost concealed by an irregular arrangement of spring flowers and ferns. High up on the column at the right was constructed a pergola effect which was covered with flowers harmonizing with the remainder of the display. The window on the opposite side of the entrance was treated in a similar manner. The effect of these displays was very pleasing.

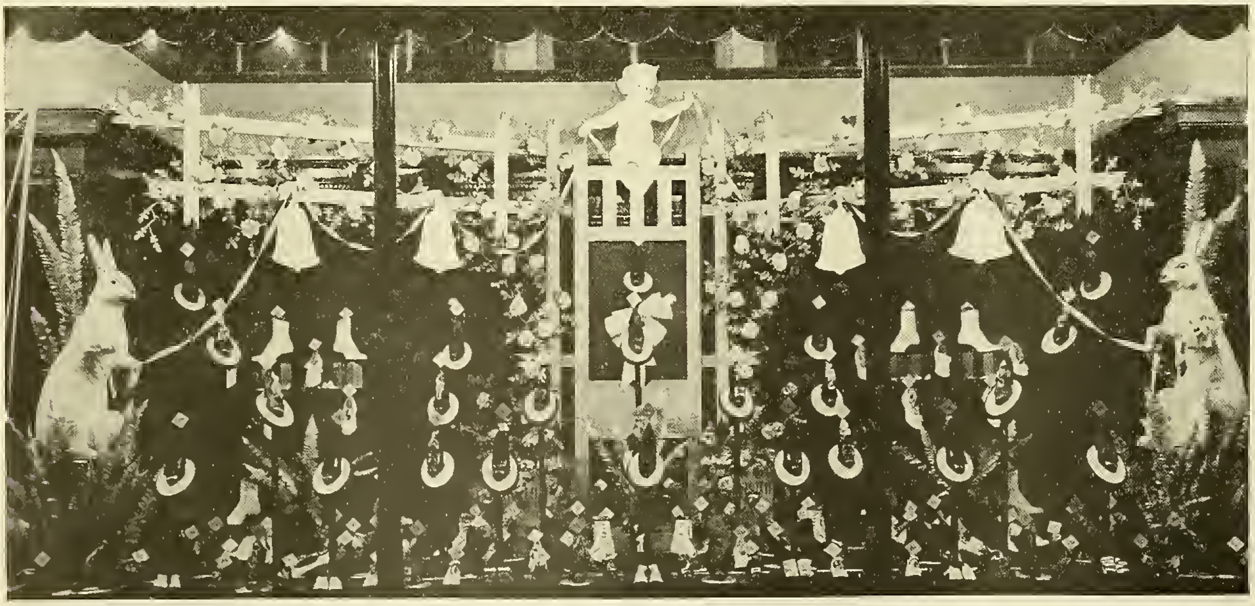


Plate No. 7147. An Easter Shoe Display, by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

This window was in grey and pink effect. Pink roses and grey foliage were used. The price tickets were pink. There was a panel built of framework in the middle flanked on either side by a simple framework. In the middle sat a cupid holding ribbons which extended to a big papier mache rabbit at each side. The setting in French grey combinations against the Circassian walnut back made a very striking arrangement.

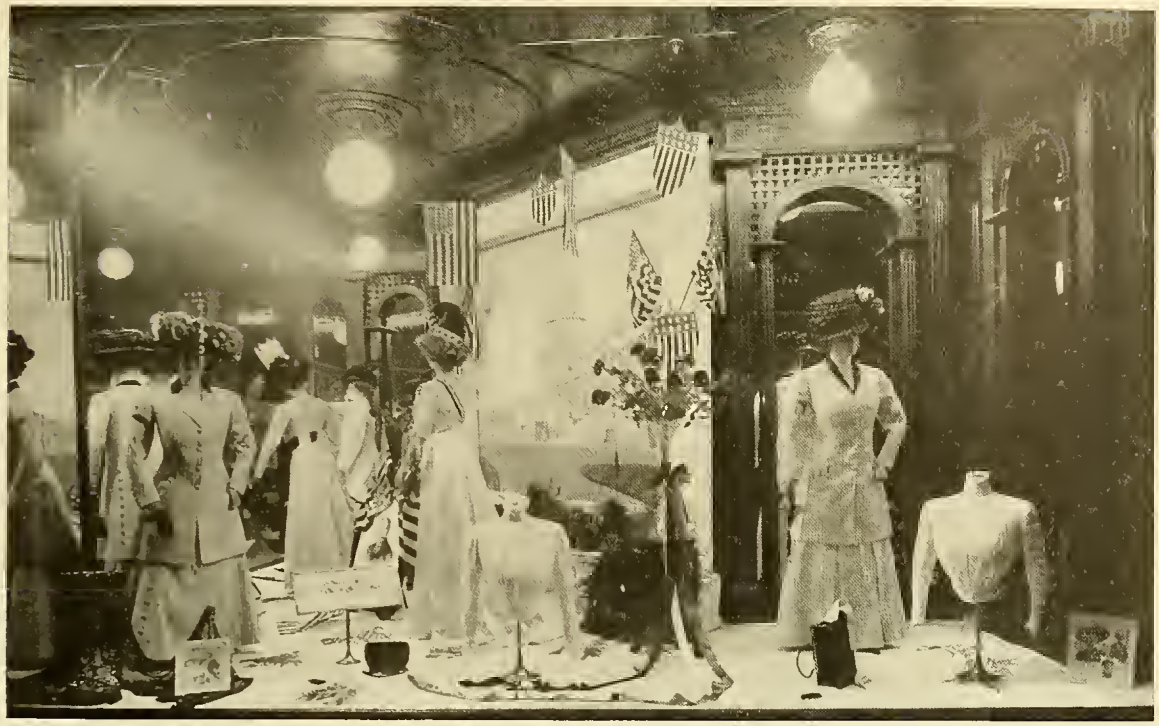


Plate No. 7148. Inauguration Day Display, by A. Hagen for the Grand Leader, St. Louis, Mo.

In a few weeks will occur the inauguration of President-Elect Wilson and the event will receive a good deal of public notice. This furnishes the window dresser an opportunity to put in an "Inauguration Day Display." The accompanying illustration shows a window of this sort installed by Mr. Hagen four years ago on the occasion of the inauguration of President Taft. This is a big corner window and across the angle of the back was placed a big painting of the Capitol at Washington, framed in white. The lower part of the frame was made in the form of steps upon which were placed potted plants, foliage, etc. In the center of the display stood a wax figure dressed to represent Columbia. She held a laurel wreath over a portrait of the president which was draped with flags. American Beauties tied with red, white and blue ribbons were placed in high vases. On account of its timeliness, this display attracted much notice. This picture is a rather poor one.

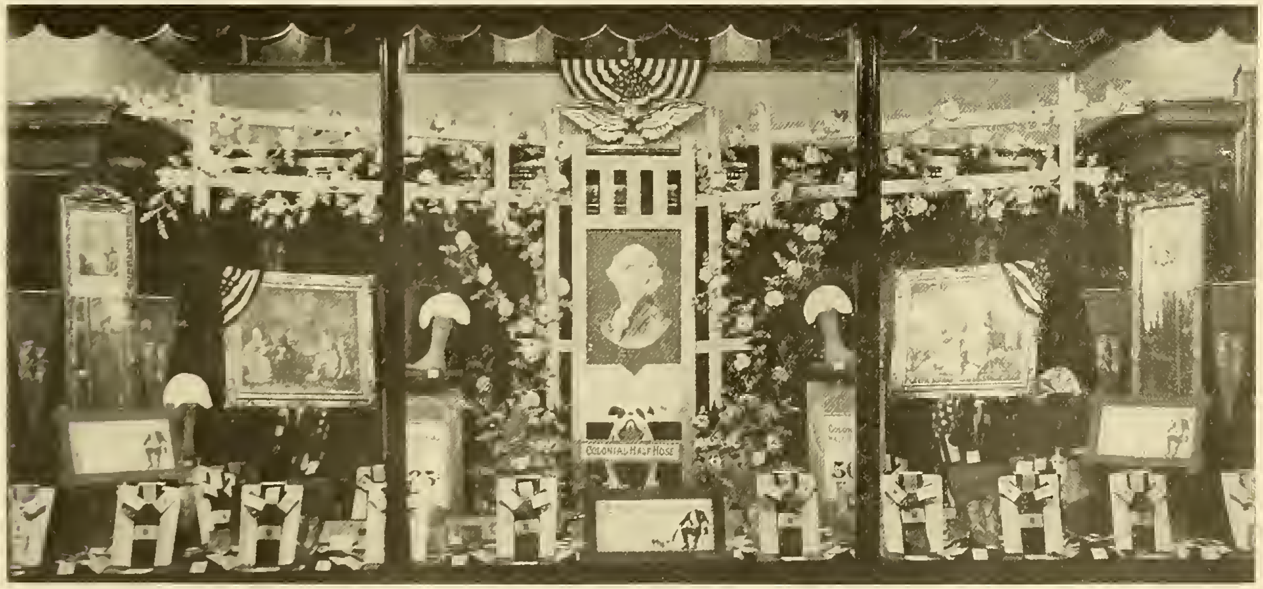


Plate No. 7149. A Patriotic Display, by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

Washington's Birthday occurs in the latter part of this month and here is a good scheme for an appropriate window display for showing almost any kind of goods. The general scheme of decoration used in this display has been explained in connection with another display by Mr. Snyder that appears in this issue. To this has been added the pictures, flags, eagle and other patriotic emblems. This shows how easy it is to alter the character of a setting through a few slight changes. Considerable advertising matter was used in this window.

BRITISH DISPLAY CONTEST

THE NATIONAL CASH REGISTER COMPANY ORGANIZE A WINDOW DRESSING COMPETITION FOR MERCHANTS OF TOTTENHAM COURT ROAD—NEARLY FIVE HUNDRED DOLLARS IN PRIZES

PROBABLY the most important event in the history of English window dressing took place recently in London. It was a window display contest taken part in by more than one hundred merchants in Tottenham Court Road, one of the busiest retailing streets of the English capital. The contest was organized and managed by the London branch of the National Cash Register Co., of Dayton, O., which company defrayed the expenses of the competition and furnished prizes to the amount of $435.

The purpose of the contest was to serve as a stimulus to the merchants of this section of London in the matter of window display, and it proved a notable success in accomplishing this end. Like many other busy streets, Tottenham Court Road is lined with thriving shops representing a multitude of trades. In the matter of window display and general appearance these shops were, prior to the contest, about the average. That is to say, some of the windows and fronts were carefully taken care of, but most of them were more or less neglected. There were few in which a good deal of improvement would not be possible. This, however, is true of almost any street in the world.

At any rate, the managers of the N. C. R. Co. determined that a considerable improvement might be effected through a Window Display Contest such as was conducted by the same company in Dayton, O., last year. Accordingly, with their customary energy and thoroughness, the N. C. R. officials proceeded to put the project into effect. First a general outline of the plan was prepared and whipped into shape. This contemplated the rules regulating the competition, the classification of stores, prizes to be paid and many other necessary details. These plans were drawn up in conjunction with a committee of representative local tradesmen. The next step was to present the plan to the merchants of Tottenham Court Road. This was done through a dinner at one of the prominent restaurants and an illustrated lecture at N. C. R. Lecture Hall. About 150 merchants attended the dinner and lecture and, after the plan had been fully explained, fell in with the scheme with hearty enthusiasm. The terms of the contest were settled upon as follows:

1. All shop-keepers in Tottenham Court Road are eligible to enter.

2. The judging to take place on Tuesday, December 10th.

3. The Judging Committee will consist of Window Display Experts from the leading London stores, not in business on Tottenham Court Road, and others qualified to judge the merits of window displays in all trades represented.

4. The plan of judging will take into consideration the following points:—

> Color effect. Cleanliness. General Arrangement. Window Fittings and Conditions of Shop Front. Lighting. Selection of Goods. Show Cards.

5. The different trades will be divided into four Classes, in accordance with the classification that has been circulated, and there will be THREE cash prizes in EACH class as follows:

Four Firsts of	£10 each
Four Seconds of	£5 each
Four Thirds of	£3 each

LICENSED VICTUALLERS—Two Special Prizes of £7 and £3 each for the best-looking establishment.

One Prize of £5 for the Empty Shop having the cleanest-looking shop front.

Diplomas of Merit will be awarded and a Souvenir given to all contestants.

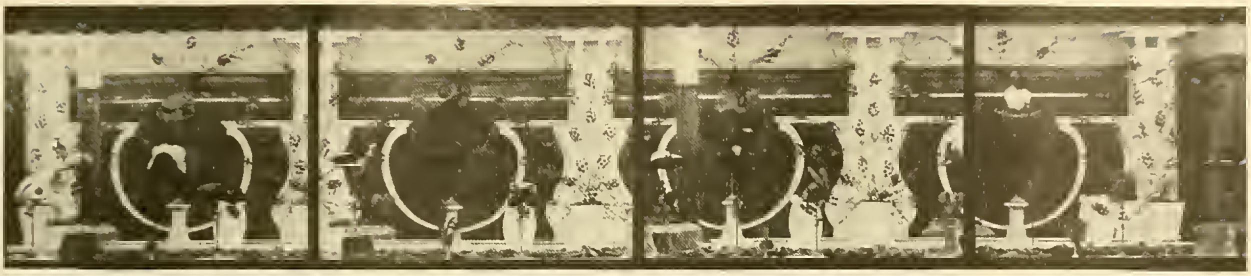
The committee of tradesmen entered into the idea with the greatest enthusiasm. Meetings were held daily and the interest of the shop-keepers was attested by special street decorations which they provided. The next thing to do was to interest the general public. This was done through the publicity given by the newspapers and by "Sandwich-men" who paraded other busy shopping districts with large signs announcing the contest and inviting the public to "Come and See."

Then the Committee decided to start an additional contest for the public, which was announced in the evening papers. The public were invited to apply to any shop on the street for a coupon, and 100 cash prizes of 2s. 6d. each were offered to the first 100 persons selecting any one of the first four First-Class Winners. Promptly printed on the "N. C. R." press, the conditions were distributed to every shop in the early afternoon, and from that time until the competition closed (2 days) thousands of coupons were received in the shop of a committee member.

To say that the contest was a success is putting it mildly. It was estimated by count that five times as many pedestrians were on Tottenham Court Road during the contest as would ordinarily be there.

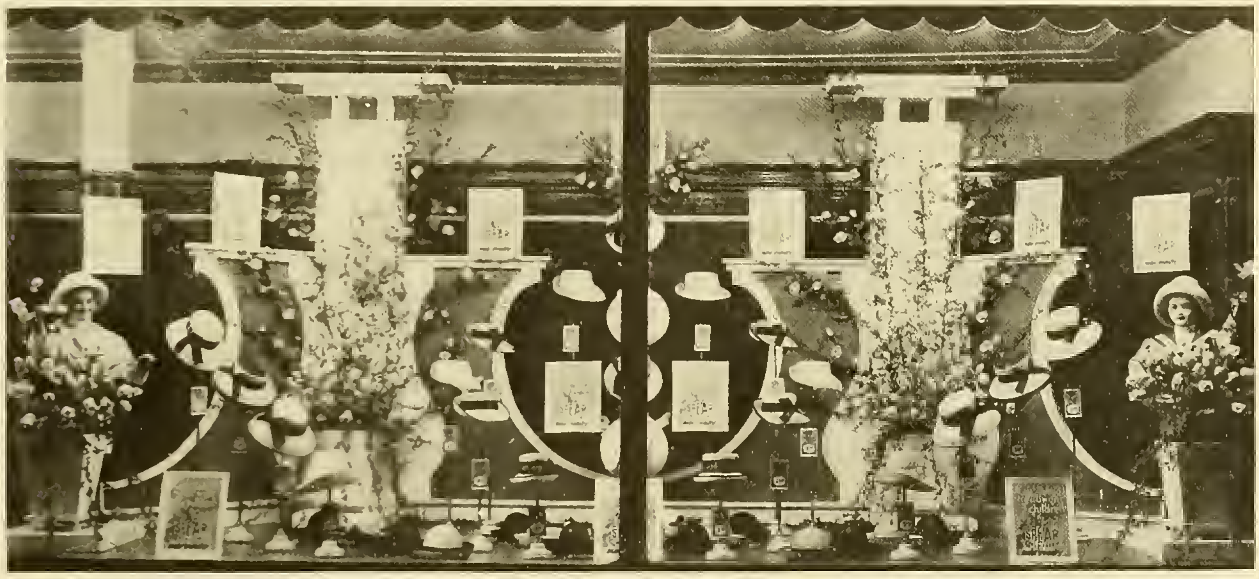
All the week, from early morning till last thing at night (every window on the street being kept lit till 11 o'clock) the pavements were thronged with thousands of people. Shopkeepers attracted to the street by the Press announcements, and anxious to get new ideas which they could adopt in their own windows, caught the picture lesson of the N. C. R. displays and were anxious to investigate.

Many storekeepers volunteered the statement that the contest week was a record one for sales, and in addition the publicity given to the thoroughfare will surely be of great value for the future.



Plates Nos. 7150-51. Spring Opening Setting, by Monroe S. Snyder for M. Goldenberg, Washington, D. C.

The permanent background of this window is of rich Circassian walnut which caused the dead white frame work to stand out strongly in contrast. The upper picture shows a series of windows in which the slender scrolls between the columns have been used with a backing of any kind. In these windows imported crimson rambler roses in American Beauty color were used. Satin in the same color was shirred irregularly over the highly polished parquetry floor. In the millinery shown, every hat had a touch of American Beauty color in the trimming. This made a striking effect. In the lower, larger picture is shown a similar treatment with variations. In this display, it will be noted that a backing has been given to the scroll work that flanks each column. Boys' hats were shown in this display and the arrangement was excellent. An astonishing number of hats were sold.



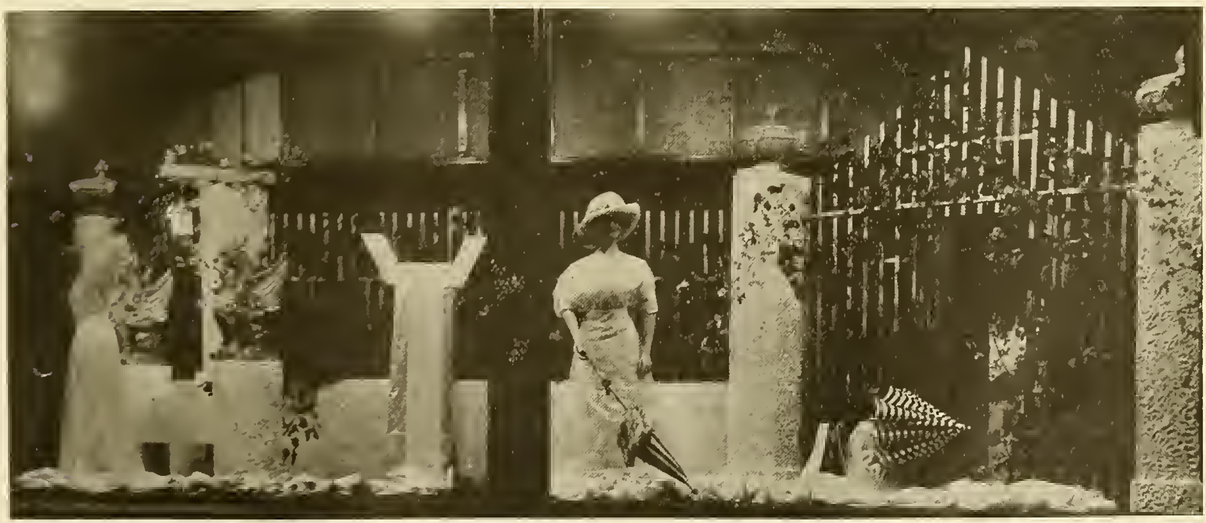


Plate No. 7152. Spring Display, by Wm. M. Gross for Dancer-Brogan Co., Lansing, Mich.

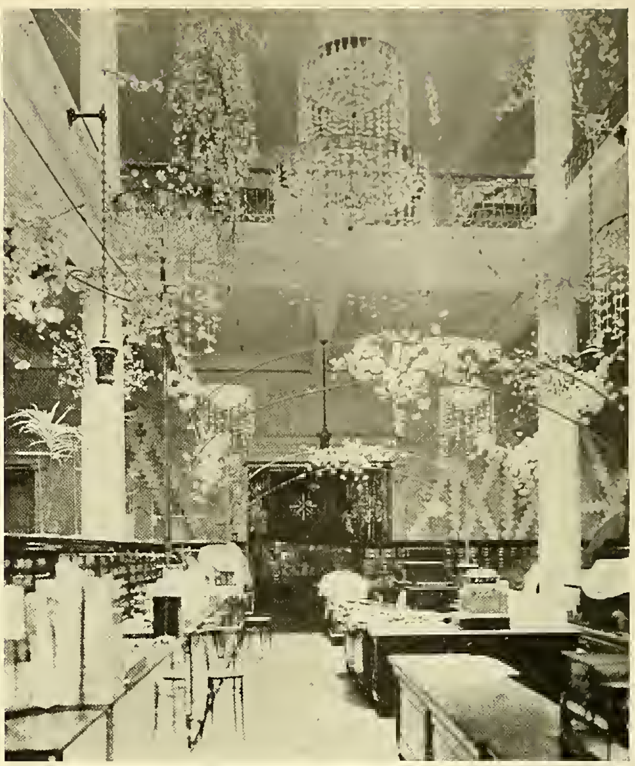
This is one of a number of windows treated in similar style. The architectural features were treated in rough stucco effect. This represented a fence with heavy, square columns and a base of the same character. The posts were topped with ornamental urns. There was also a massive stucco bench built on straight lines and having a large bronze griffon on either side. This is a large corner window.

DECORATIONS AT SELFRIDGE'S

A SERIES OF NOTABLE SPRING WINDOWS WITH A CORRESPONDING INTERIOR TREATMENT BY EDWARD N. GOLDSMAN—CHERRY BLOSSOMS USED IN PROFUSION GIVE FINE EFFECT

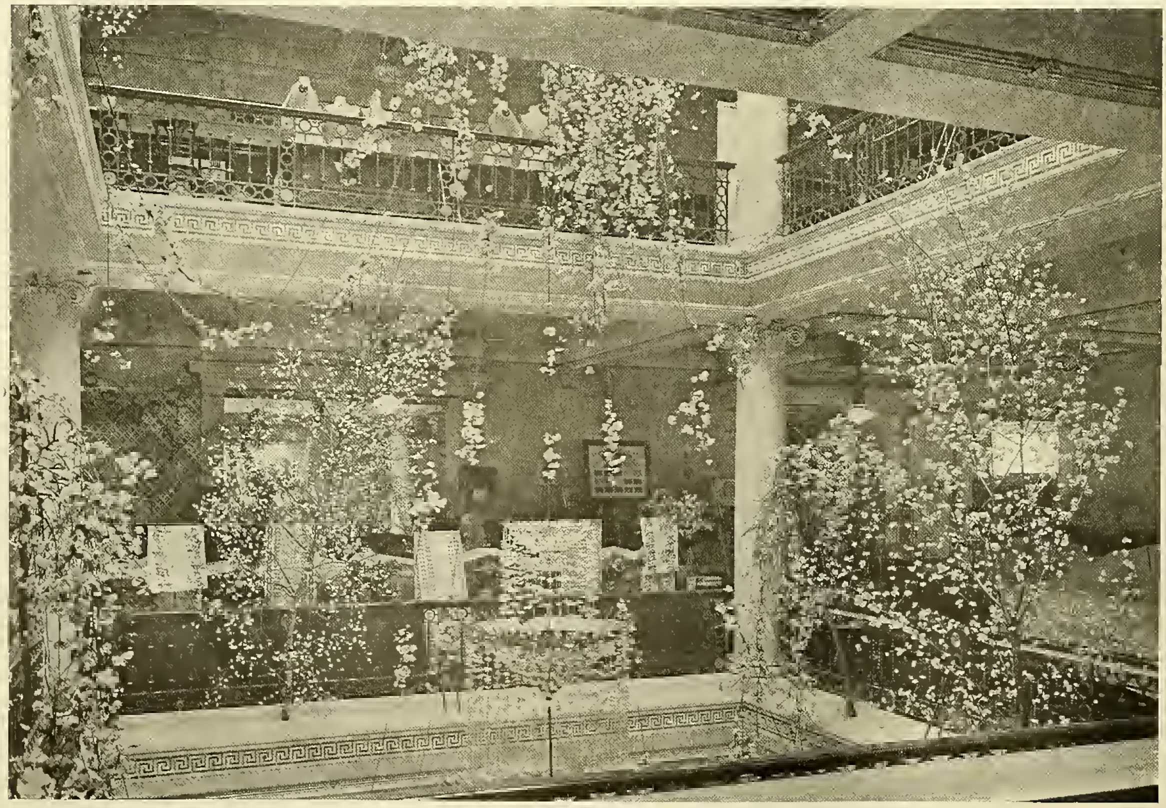
THE three pictures shown here illustrate a rather simple, but highly effective scheme of decoration designed and installed last spring by Edward N. Goldsman for Selfridge & Co., of London. Although this was a very complete decorative treatment, the cost was not great. Pink cherry blossoms were used throughout, and since Japan is the land of the cherry blossom, the decorative treatment on this occasion was semi Japanese in character.

The larger picture of the interior gives a fairly good idea of the manner in which the light well was treated. This photograph shows the level of the second floor, while the smaller photograph shows the ground floor. In the middle of the light well was hung a centerpiece. This consisted of three Japanese umbrellas graduated in size, the lower one being 8 feet in diameter, the middle one 6 feet and the upper one 3 feet. All of the paper covering with the exception of a narrow border around the circumference was stripped from the umbrellas leaving the bamboo ribs bare. These were trimmed with single pink cherry blossoms. Hanging from the ribs were long chains of different lengths composed of cherry blossoms threaded between pale yellow straws two or three inches long.



VIEW OF GROUND FLOOR.

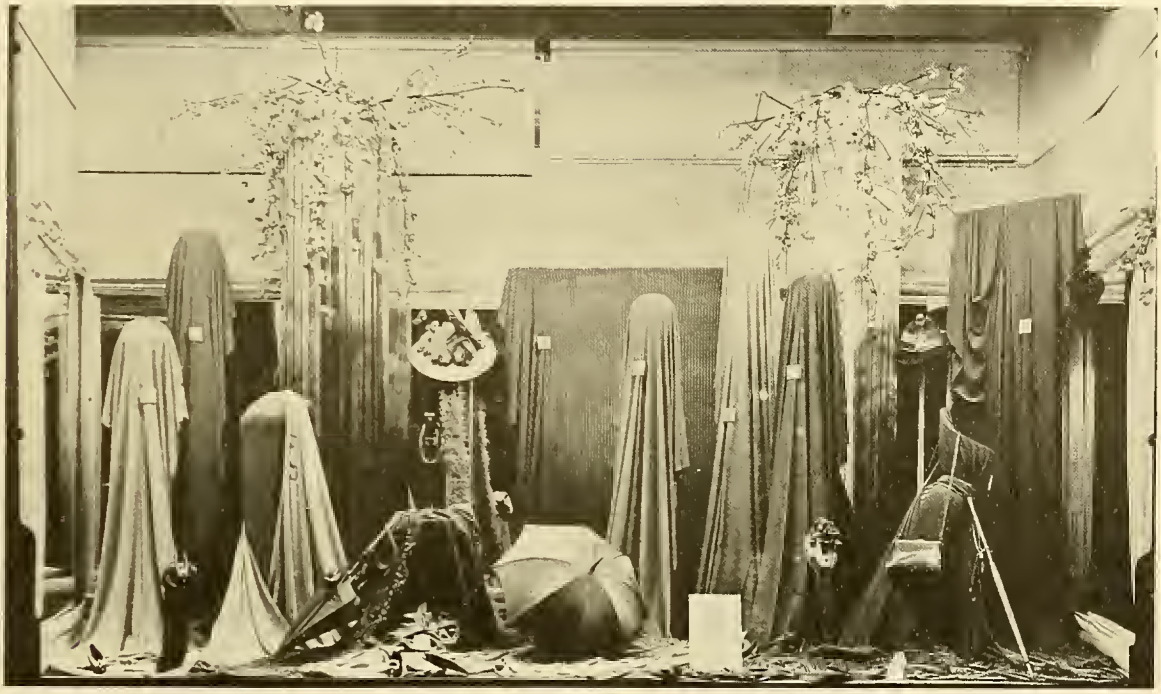
One of the main aisles on the ground floor was arched with ash strips 1-inch wide by ¼-inch thick, sprung between two opposite poles 12 feet high. At the top of each of these poles was an inverted Japanese umbrella treated in the same manner as



MR. GOLDSMAN'S ROTUNDA DECORATIONS FROM SECOND FLOOR.

those in the light well. The same chains of cherry blossoms and straws were used. Connecting the poles along the sides of the aisle were two lengths of ladder chain 20x24 inches. Other cherry blossoms were fastened to these chains. Around the edge of the light well at the level of the second floor were placed cherry trees of varying sizes and shapes. All of these were natural trees to which the artificial blossoms were attached. Some of them had paper blossoms growing upward while others were treated with the blossoms growing downward like a willow tree. In arranging the blossoms on the branches, care was taken to give a fair semblance of nature—in some spots the flowers were bunched in thick clusters while in other places they were placed rather sparingly.

The other picture shows one of the twelve windows that were dressed similarly for this occasion. The decorations consisted of two columns in each window, 10 feet high by 24 inches in diameter. These were fluted with art muslin which was treated with the air brush to tint it from the darkest green to the palest eau-de-nil. Cherry blossoms were placed carelessly at the top of each column. The arrangement of the goods is self explanatory. This entire scheme of decoration was harmonious and in exceptionally good taste. It was highly appropriate to the occasion.



ONE OF MR. GOLDSMAN'S WINDOWS.

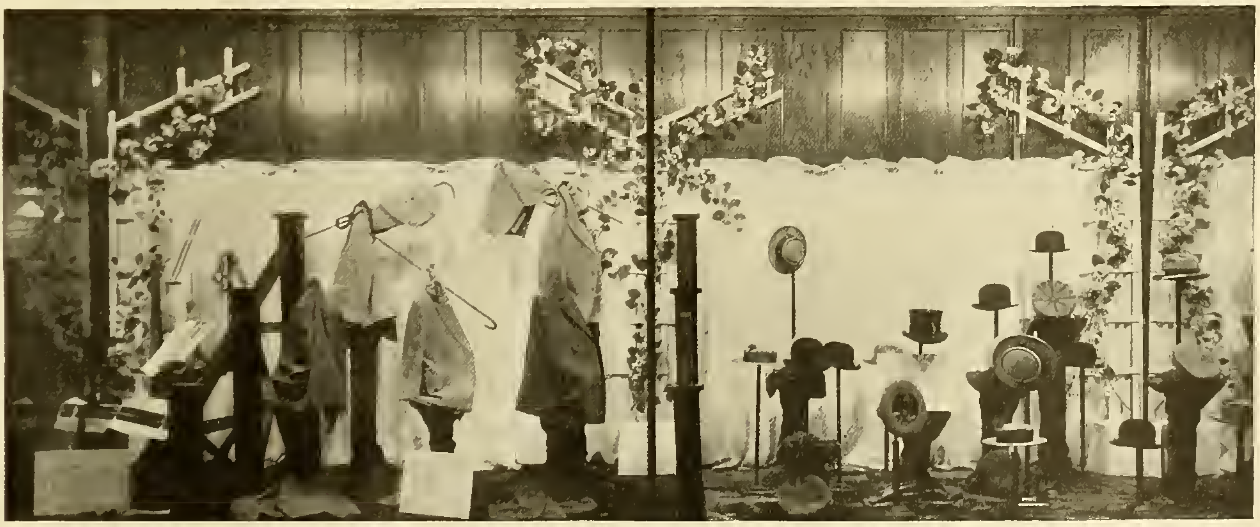


Plate No. 7153. Spring Display, by Lawrence Hood, Paducah, Kentucky.

SUGGESTIONS FOR SPRING

TWO WINDOW BACKGROUDS THAT CAN BE MADE BY NEARLY ANY TRIMMER AT A COMPARATIVELY SMALL EXPENSE—COULD BE MADE ELABORATE IF EXPENSE IS NO OBJECT

Al. Worger

ALMOST any scheme of window decoration can be worked out in several ways. They may be worked out elaborately or simply, expensively or cheaply. Here are two that are susceptible of a variety of treatments but either may be worked out simply and very satisfactory results may be had at small expense.

In Figure 1 the base of the design is a long box made of rough 1x2 strips. The frame is then covered with composition board, accurately fitted and nailed carefully. This is to be covered with any suitable material or given a finish to suit the window dresser. The upright design is an oval cut out of ⅞-inch lumber and mounted upon the three strips which are 3x⅞ inch lumber. Both the oval and strips are to be covered smoothly with plush or felt. If these materials are not available, the covering may be done by winding with sateen. The panel may be a painted scene or a sunburst of sateen or silk.

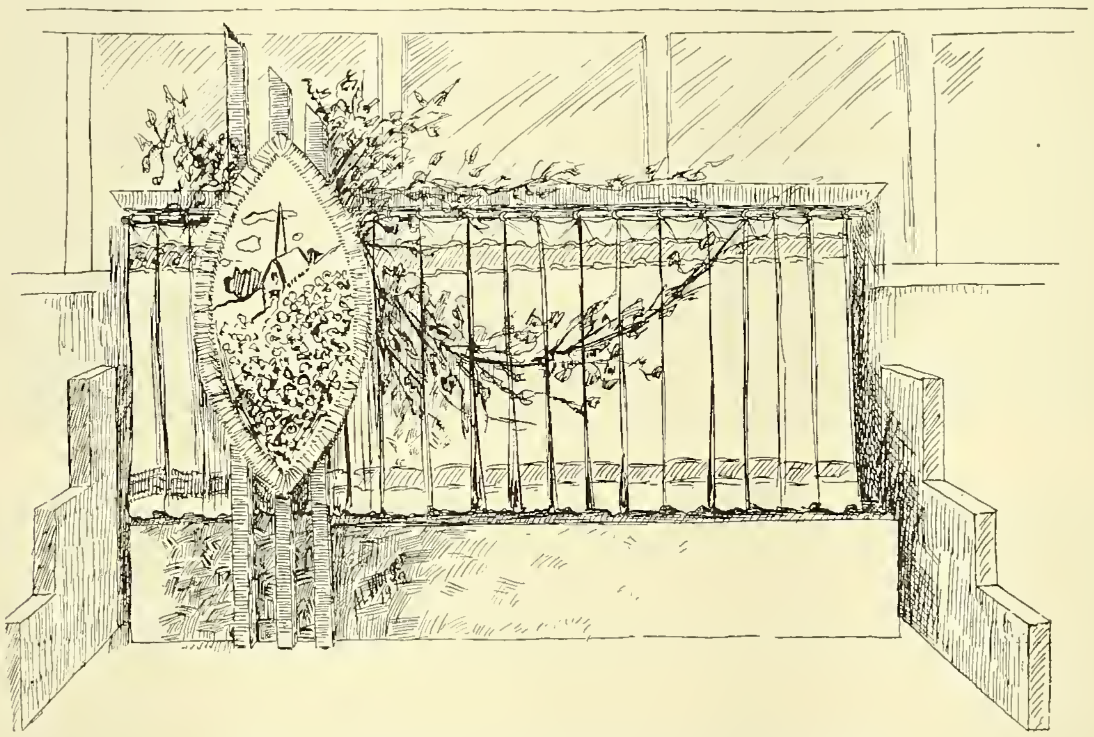


FIGURE 1. SKETCH FOR A SPRING DISPLAY BY AL. WORGER.

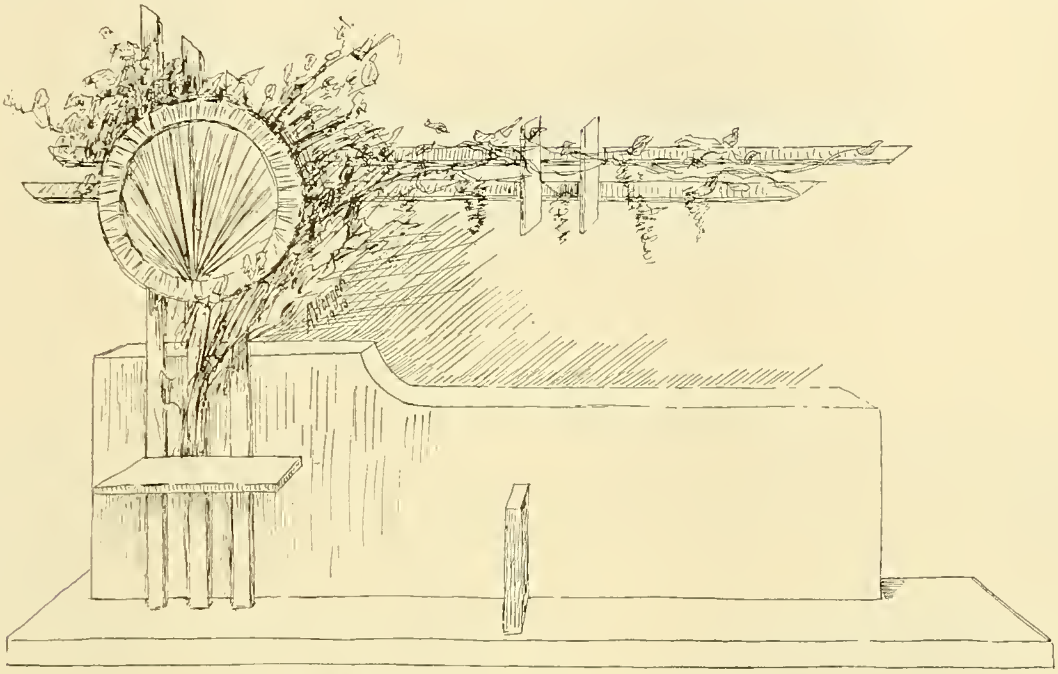
The scene is preferable to the sunburst and anyone who can draw even a little can make a passable colored sketch. There are plenty of suggestions for scenes to be found on colored post-cards and these are not difficult to copy after one has had a little practice. Probably the easiest medium for the beginner is pastels on white felt. In the sketch artificial primroses are shown in front of a little painted scene. The flowers are placed a few inches in front of the oval in order to give distance to the picture. The arrangement of the foliage, of course, is simple enough and needs no explaining.

The curtain is hung on brass rings to a small pole placed directly beneath the top beam, which is covered with the same material as the oval and the uprights. A curtain with a border at both the upper and lower edges makes a neat hanging. This background was designed for shoes and primrose is suggested as a good color to use for the base and frames. With primrose blossoms and the green foliage, this makes a pleasing combination.

Another good effect might be obtained by covering all of the woodwork with relief compound and tinting in a two-toned effect by using some prepared water color putting different shades of the same color one over the other. The writer has had very good luck using this method and it has the recommendation of being easy, inexpensive and effective. Another treatment for the framework would be rock crystal or some such stone effect. A simple divider may be made by using a composition board with 1x2 strips for framing, then covering with any suitable material or finish to match the rest of the framework.

In Figure 2 is shown another design for which practically the same treatment described in connection with Figure 1 will answer. The circular opening may be filled with a sunburst or with a painting or pastel drawing, as may be desired. If the decorator cares to, the platform may be discarded without marring the general effect of the background. The large section, platform and back are to be framed with 1x3 strips and then covered with any composition, plaster or wall board. This will be found just as satisfactory as if made from solid lumber throughout.

While both of these displays were designed primarily for shoes, they would answer equally well for almost any other line of merchandise. The whole effect of either of these settings will depend largely upon the workmanship employed in putting it together and applying the finish. If done carefully excellent results may be had, but careless work is sure to show and spoil the whole display. In this connection it may be said that workmanship is just as important as designing in window display. No matter how artistic the design may be, it will be ruined by careless workmanship. On the other hand, an otherwise commonplace design is often made to appear attractive on account of the neat and workmanlike manner in which the work is done. Look out for the little things; never slight any part of your work. Naturally every window dresser is at times greatly rushed and has little time to give little details all the attention they should have, but if anything must be slighted temporarily in order to raise the curtains on time, this should be corrected as soon as possible afterward. The careful man of moderate talent is much more likely to get to the top in window dressing than the man of far greater talent who is careless in his work.



A SIMPLE SPRING SETTING BY AL. WORGER.

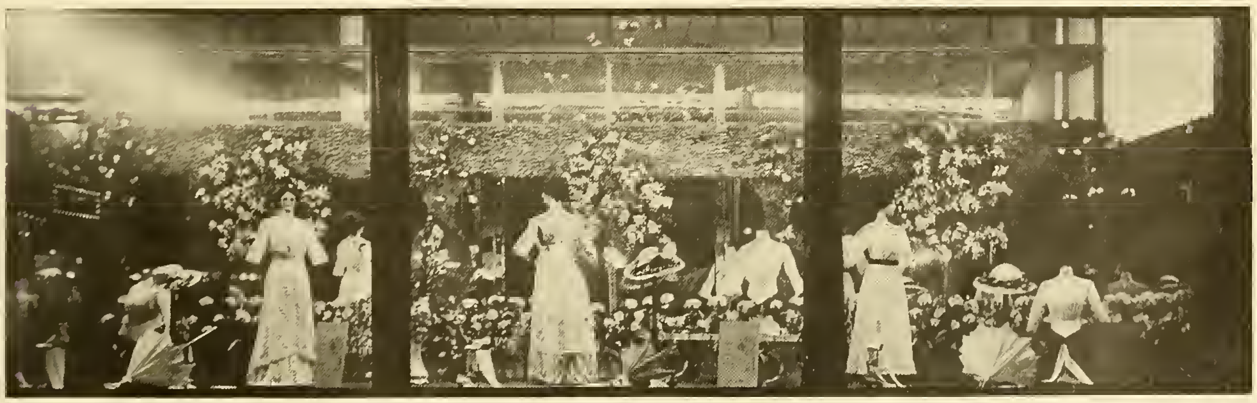
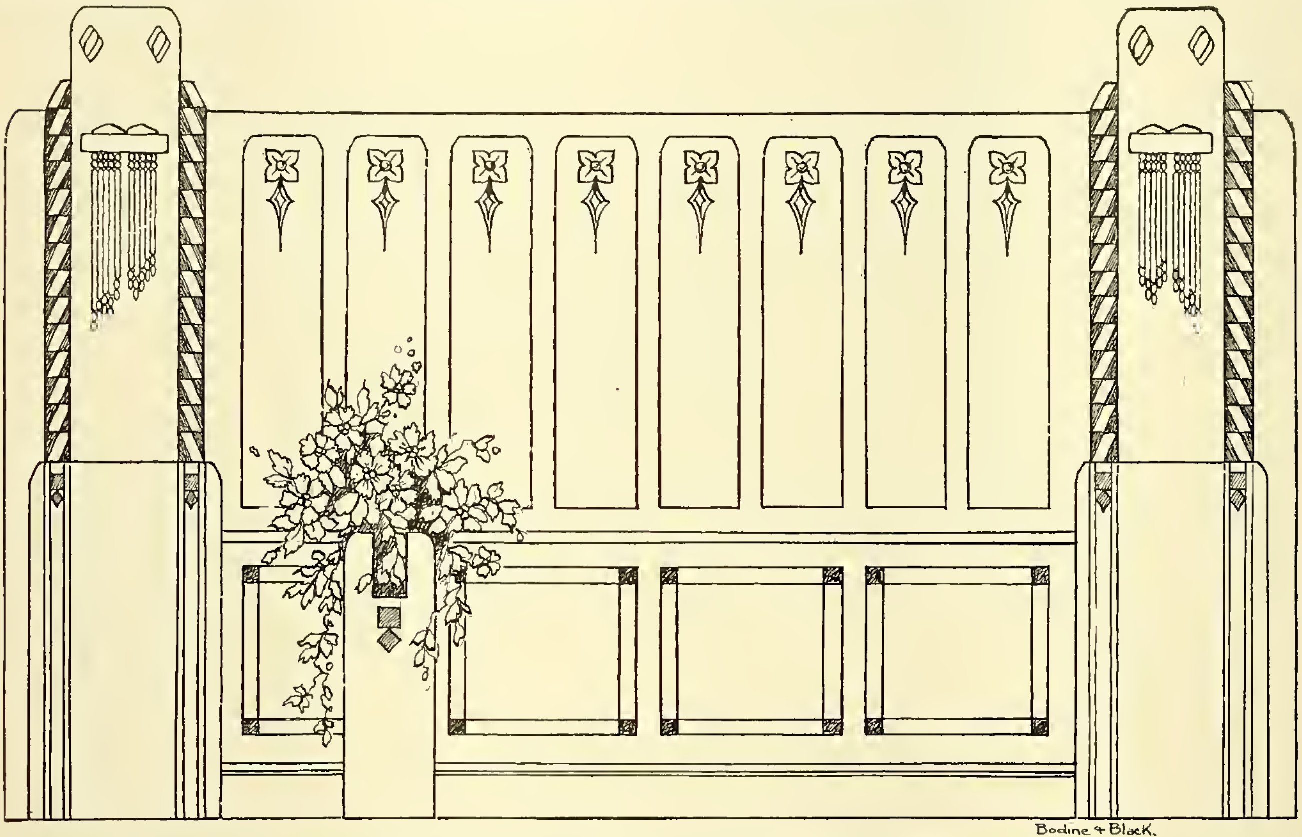


Plate No. 7154. Spring Display, by Wm. M. Sheppard for the Pelletier Co., Sioux City, Ia.

A CONSULTING WINDOW DRESSER

SOMETHING ABOUT THE WORK OF J. CLARENCE BODINE—HOW HE HAS DEVELOPED A NEW LINE OF WORK IN THE DECORATIVE FIELD—ADVISOR TO DECORATORS EVERYWHERE

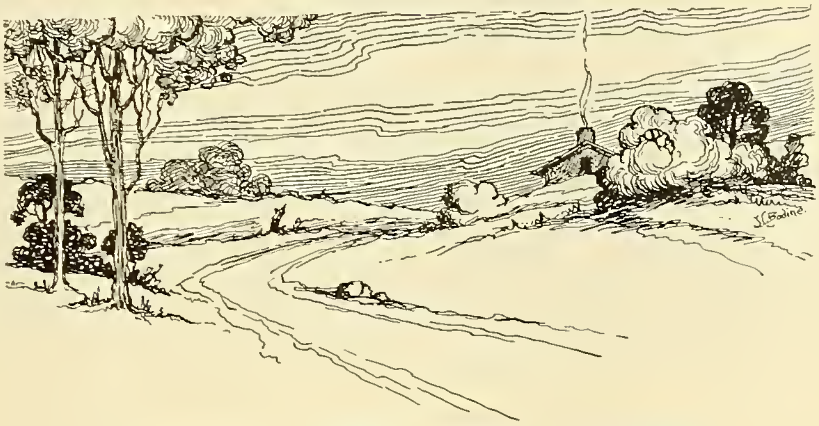
THE business of window dressing is progressing. During the last five or six years it has gone ahead at a surprising rate. Not only have methods been greatly improved but the business end of window display has been placed upon a far more satisfactory basis. Whereas, a few years ago the standing of the average window dresser was generally more or less uncertain, and the value of his work was regarded with some doubt, his position today is pretty well fixed. It is safe to say that there are twice as many regular window dressers at the present time as there were half a dozen years ago. Not that there are so many more stores now, but there are many that now have decorators which formerly did not have them. A few years ago the smaller stores had their windows trimmed, if trimming it could be called, by some salesman or anyone else who had a knack for the work. These same stores now have a higher opinion of the importance of window display and a regular decorator is employed. Even ultra conservative merchants who hesitated at the additional expense of a regular window trimmer have been compelled by competition to employ them, so that now practically every store of any pretensions has a window dresser.


Bodine & Black.

A TYPICAL BACKGROUND BY J. CLARENCE BODINE.

And now comes the "specialist" in window display, or "consulting window dresser," who furnishes professional advice to anyone who may need his services. J. Clarence Bodine of Chicago is the first to establish himself in business as a consulting window dresser. Mr. Bodine is an artist who had a good deal of experience in State street windows in co-operating with the window dresssers in the designing and installation of displays. From State street the demand for his services extended, first to other parts of Chicago, later to other cities, until now his clients are scattered all over the United States and Canada.

Mr. Bodine's business is to furnish advice and plans for window settings. This service ranges from making simple sketches to furnishing and installing complete displays. Generally, however, he works in conjunction with the store's window dresser. The demand for such services as Mr. Bodine furnishes will be seen at once. For example, we will take a merchant situated in a distant inland city. He has a window dresser who does excellent work for all ordinary occasions but who may need a little expert advice and assistance for some event of unusual importance. Mr. Bodine is in a position to extend any help that may be needed at such a time. The local trimmer furnishes him with the necessary information as to the size of the windows, approximately the price the merchant is willing to pay for the displays, and other details and suggestions from which to work. Then plans and specifications are prepared and submitted, with full instructions for the trimmer to follow. In this way a merchant who cannot afford to pay a high-priced decorator regularly can have the services of an expert decorator when he is needed. This arrangement is so satisfactory, and there was such a need for it, that it is somewhat surprising that the thing has not been done before.

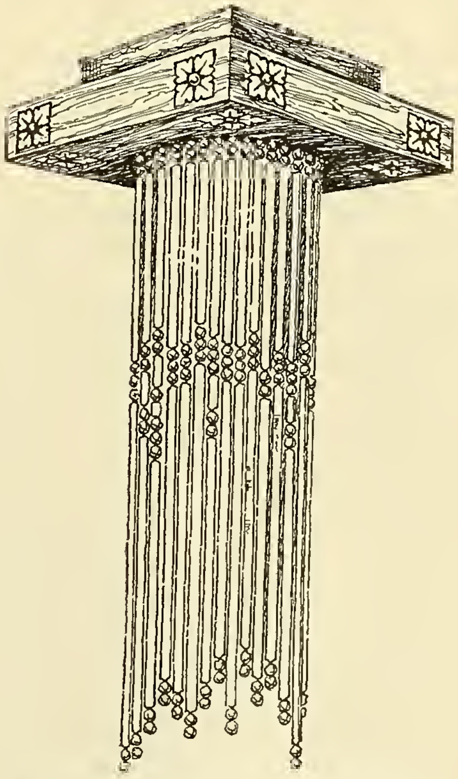


SKETCH FOR BACKGROUND PAINTING BY MR. BODINE.

Mr. Bodine has recently moved into a new studio which is an interesting spot for the merchant or window dresser. The walls of the rooms are treated to represent sections of show window backgrounds, showing a variety of finishes and decorative treatments. While the effect of the whole is harmonious and pleasing, there are no two sections of wall that are treated in the same manner. Here may be seen all sorts of decorative features for show windows but they are all arranged quite naturally and with no suggestion of the customary "show room." For example, one of the rooms is lighted by the lamp that is shown here. This is one of Mr. Bodine's own designs. The upper part is of circassian walnut decorated with relief ornaments in antique gold. From this are hung long straight glass tubes interspersed with beads. Inside the tubes is a big frosted tungsten lamp. This was designed for the windows of a big western store and it is equally handsome whether lighted or not. There are various other lighting features, notably some art glass panels which can easily be slipped into the framework of a column. Among Mr. Bodine's most interesting exhibits are the many drawings and paintings of window settings he has made. This collection covers a remarkable variety of styles and treatments. Altogether, the studio is a very pleasant place for anyone interested in window dressing to spend an hour or so. There is much to see and much to learn.

Mr. Bodine's theories as to window display are not very complicated. He contends that good displays cost no more than poor ones, and that the essentials to a good window is a decorative idea, preferably a simple one, carefully worked out with due reference to the merchandise to be displayed in the window. While he has designed some elaborate settings for special occasions, most of his work is comparatively simple in plan, with rich but unobtrusive color effects. The original sketch shown here is an excellent example of his general style.

The pilasters and panel background of this display are to be made of a wooden framework covered with composition board and painted ivory white in stipple effect. The relief ornaments are to be finished in white and gold. The lamps are made of the same materials and fitted with glass drops and beads. For the pedestal the same color scheme is to be used. This would make a highly attractive setting but the suggested color scheme may be departed from according to the ideas of the decorator.



ONE OF MR. BODINE'S LAMP DESIGNS.

A SEAL OF CONFIDENCE

STRAWBRIDGE & CLOTHIER OF PHILADELPHIA ADOPT A TRADE MARK THAT HAS A REAL MEANING—AN EMBLEM THAT POSSESSES GREAT POSSIBLITIES IN AN ADVERTISING WAY

Jerome A. Koerber
With Strawbridge & Clothier, Philadelphia

ALMOST every big store has some sort of trade-mark, emblem or monogram that is used in various ways in advertising. This mark is used on delivery wagons, on stationery and in other ways with the idea of identifying the symbol with the business. In nearly every case this trade-mark, or whatever it may be called, is merely an arbitrary sign that has no significance. Sometimes it is a combination of initial letters; again it is a picture supposed to be symbolic of the store name, such as a star, a "hub," or any one of hundreds of designs that are commonly used. While such designs may eventually become identified with the store, they have no meaning whatever and are therefore quite useless.

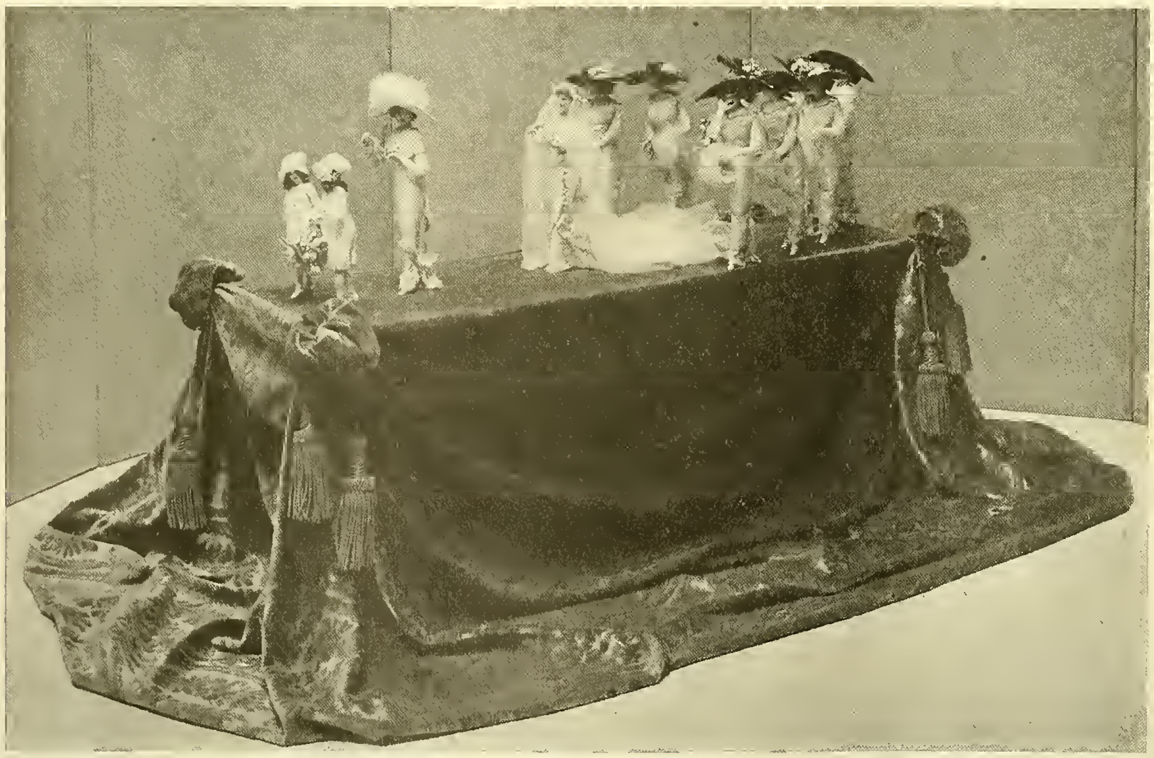
So far as the writer has been able to discover, the store of Strawbridge & Clothier of Philadelphia is the first to adopt a symbol that stands for anything more important than the fancy of its designer. The Strawbridge & Clothier trade-mark or symbol was introduced last year and at the time of its appearance, it was different from other trade-marks, in that it has a real significance. Since then the idea has been adopted by other stores.

The Strawbridge & Clothier trade-mark is something more than a mere design—it is a symbol that stands for business integrity—it stands for the faith this store has kept with the public for nearly half a century, and which it will continue to keep as long as the store exists. It is a bond between Strawbridge & Clothier and their customers, and is called the "Seal of Confidence." The seal represents the familiar figure of William Penn in the attitude of suggesting confidence, trust and "the square deal."

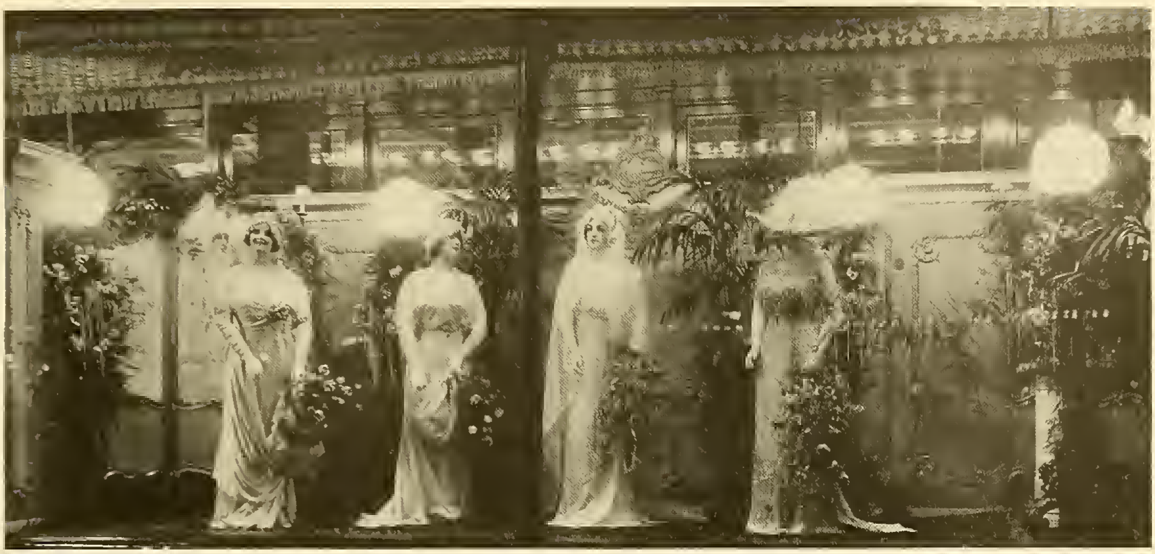
Having adopted the seal, the next thing was to impress its significance upon the public and this was done in various ways. On the occasion of the store's forty-fourth anniversary a handsome booklet was issued devoted entirely to the "Seal of Confidence" and the circumstances that gave rise to its adoption. In this booklet were contained interesting facts relative to the founding of the store and its early history, the purpose being to show that from the first, the policy of the store had been "a square deal for everyone." To impress this fact, advertisements of more than forty years ago were quoted. Here are some extracts from the Strawbridge & Clothier "Ladies' Year Book and Almanac" of forty-three years ago:

"There is a satisfaction in doing business on correct principles, and especially in gaining and retaining the confidence of the people.

"We mark all our goods not only with reference



THIS BRIDAL PARTY IS MADE UP OF MINIATURE FIGURES DESIGNED AND DRESSED FROM SKETCHES MADE BY JEROME A. KOERBER FOR STRAWBRIDGE & CLOTHIER OF PHILADELPHIA—THE FIGURES WERE MADE IN PARIS AND ATTRACT MUCH ATTENTION WHENEVER THEY ARE SHOWN.

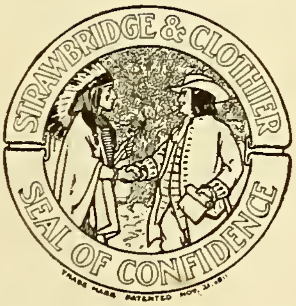


A BRIDAL DISPLAY BY J. A. KOERBER FOR STRAWBRIDGE & CLOTHIER.

to selling that particular lot, but with a view of making customers by every sale. Consequently it is as much to our interest to have them low in price as to the interest of our customers.

"The one-price system is the only true one; and a house that adopts and conscientiously carries it out, must be confided in by the great mass of buyers.

"We have but one price. The most inexperienced buyer is always sure in our house of buying on as favorable terms as the most experienced."



Here is a quotation from the booklet describing what, in the opinion of the store, the seal stands for:

WHAT THE SEAL MEANS.

"Our seal of confidence attached to merchandise means: First, our confidence in the character and quality of the goods; second, our appreciation of your confidence in us, and therefore, third, our personal guarantee that the merchandise shall be satisfactory, giving full equivalent in service for the price paid.

"It means that the principle of 'one price' is maintained, as it has been from the inception of this business. It means that our customers are allowed the privilege of fair exchange of goods, as they have been from the beginning. It reiterates these rules of the Strawbridge & Clothier business: To sell reliable merchandise and nothing else, at prices as low as consistent with good service. To display goods for the convenience of the customer. To keep a safe store, with good light and pure air. To require courtesy from every employe to every customer and casual visitor. To lead in every movement toward better and quicker and more economical methods of bringing things from where they are made to where they are needed."

The "Seal of Confidence" is now well known to the public. It has been advertised in many ways and fac-similes have been pasted upon immense number of packages that have been sent all over the country. But Strawbridge & Clothier not only wish to impress the public with what the seal stands for; they wish every employe to fully appreciate its meaning. At a recent banquet of the buyers and executives of the store, Robert H. Durbin, the advertising manager of the store, delivered an address on "Our Seal" in which he said in part:

"We want this Seal to be conspicuous. This new Seal of Confidence has gone out on 100,000 packages from Strawbridge & Clothier's and will go out on millions more. A million ready right now. Stick 'em on.

"Have you considered just what that Seal means—everything that it stands for? It is a guarantee of reliable quality and careful service—not only a declaration of Strawbridge & Clothier's confidence in their merchandise and service, but Strawbridge & Clothier's acknowledgment of the public's confidence in their Store and its principles and methods. A concrete expression of the Firm's appreciation of that confidence on the part of their customers.

"But, so far as you are concerned, ladies and gentlemen, that is only a small part of what this Seal of Confidence means.

"When Strawbridge & Clothier, by means of this conspicuous stamp on the merchandise going out of their establishment, thus personally stand back of that merchandise and give it their personal recommendation, it is a public declaration that Strawbridge & Clothier, your employers, have implicit confidence in *you*—in *you,* their buyers. In you, individually and as an organization.

"That is a position to be proud of—a trust to be appreciated. It is incumbent upon you to see that every article brought into the Store is worthy of this Seal. I am held responsible for your public statements, and for my part, that Seal is a Seal of Confidence between you and me—I believe in every one of you—and not every advertising man can say that of the buyers with whom he is associated.

"And I believe, furthermore, it is a Seal of Confidence between you yourselves—you have that confidence in each other which is essential to the true spirit of co-operation."

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

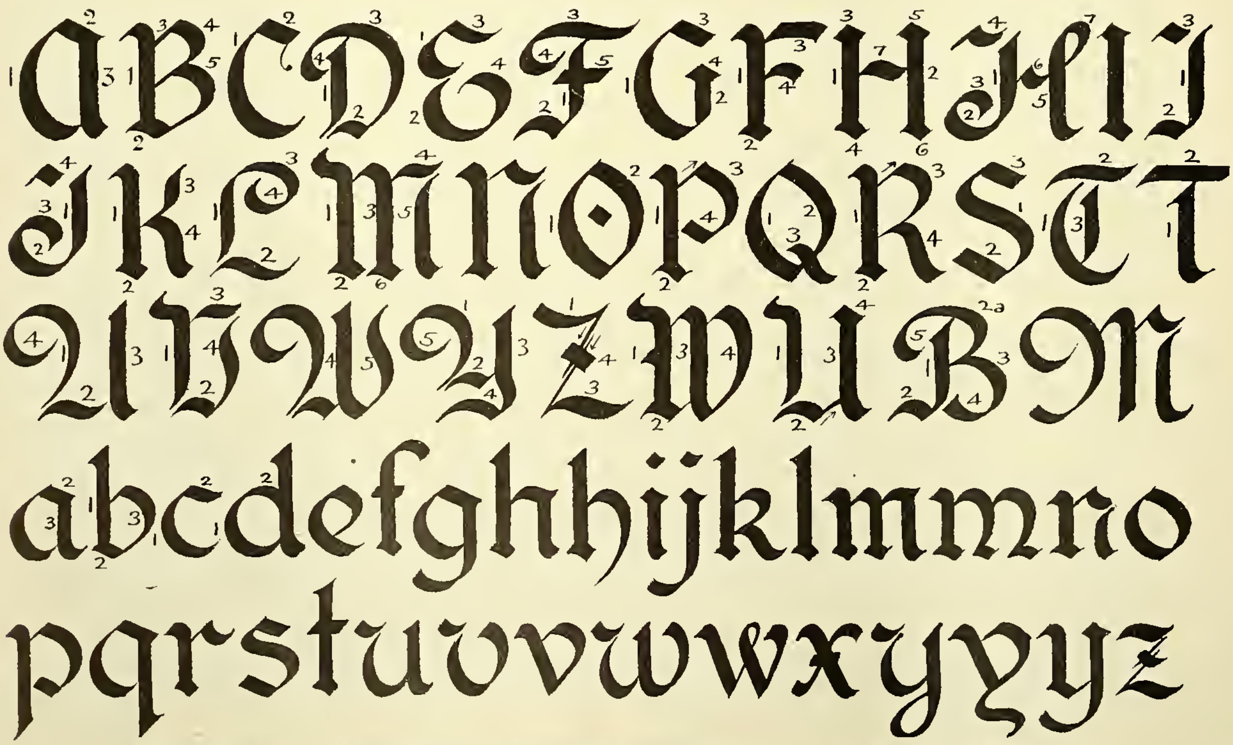
This is the Eleventh of a series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

THERE is one thing that seems to be lost sight of by a great many window trimmers and showcard writers, and that is that in nearly every instance, as far as the man who may be called a good trimmer is concerned, that wages are higher in cities of 25,000 to 250,000 than they are in the real large cities.

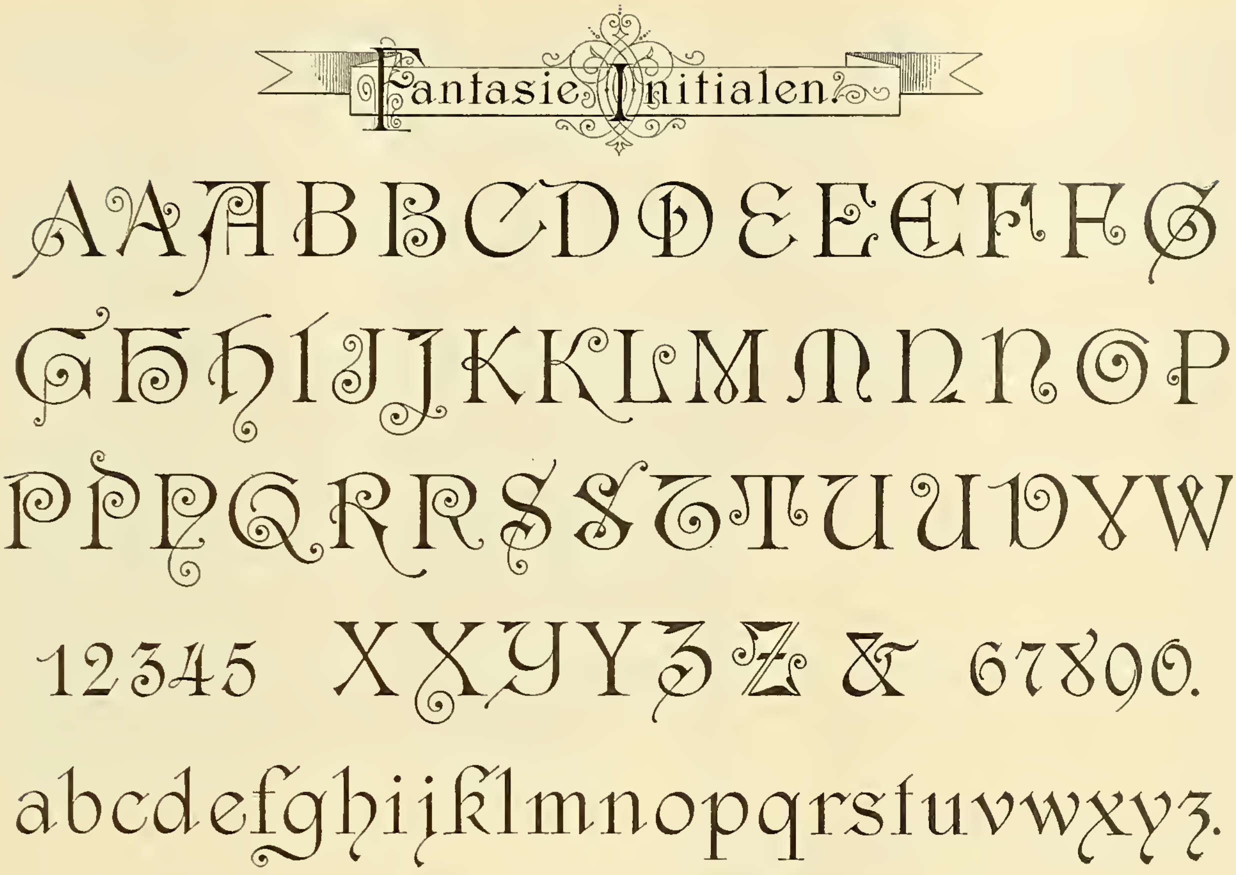
This is a thing which the big city trimmer and cardwriter fail to realize more than anyone else, and good cardwriters often will laugh at the work of some of these country trimmers. The fact remains that a trimmer who can write neat or fair cards often earns $25 to $40 a week in what are classed as the country stores, while in Chicago you can hire good trimmers for half that.

Lest there be any reader who thinks that the window trimming schools have turned out students enough to fill all the places, just remember that the medical colleges in Chicago turn out enough M. D.'s every year to stock the United States.

Yet this does not deter others from studying medicine, and you and I still go to them, pay our dollar for a prescription for something we don't need—something we couldn't read if the M. D. wrote in English but which to make doubly sure we cannot read he writes in Latin—and you all know how in every city in the land some one says Dr. —— is the best physician in town. One good trimmer and cardwriter going into a town will make every proprietor of a store sit up and take notice just as the masses notice the advent of the good physician. It may take a little time, but it comes sooner or later. The beginner in cardwriting should avoid learning to do that class of work which could be called trash. Avoid fool things. Rather study up on your English grammar and try to learn advertising. I have no sympathy for any man who knows he is a good workman and who does not get the maximum amount for his services. I spent a decade in two department stores. I can honestly say that if I were manager it is doubtful if I would have paid much more myself.



BRUSH TEXT ALPHABET BY MR. HESS—NUMBERS INDICATE ORDER OF STROKES.



FANCY INITIALS BY A GERMAN ARTIST.

There is only one way to get a good salary and that is to work for it. In other words, the only way to earn an easy living is to work hard.

Never try to work a "hold-up" for increase in pay and also remember that while any manager would sooner have one good man than two medium caliber workers, yet there comes a time when a good man's salary gets to such a figure that when one takes the liability of sickness into consideration any manager is justified in saying "we would sooner hire two men in your place if we pay a little more."

There is no easy field in cardwriting, while window trimming and adwriting and cardwriting combined pay, and pay well today and are going to pay better in the future.

To the beginner in cardwriting I would say that too much stress is put on brushes and too little on other things. To make fast knockout card for the departments your color must be thinner than where you desire to do accurate lettering.

In other words for good lettering the color must "pull." No ready made color could contain enough musilage for it would become too hard.

A good mucilage is made by taking a half pound gum arabic to pint of water, put it in a double cooker so it won't burn or in a tin pail placed in another pan of water and keep on stove until dissolved. Then strain through cheesecloth. Where a color is thin or watery, pour off water and add a little of this gum. Give me one each a No. 6-8-10-12-14-20 red sable riggers or one each 2-3-4-6-8-12 red sable letters and I can handle the cardwork in any store in the land as far as brushes are concerned and the two last numbers of each will not be needed unless the store used large signs. Pens would have to be had also.

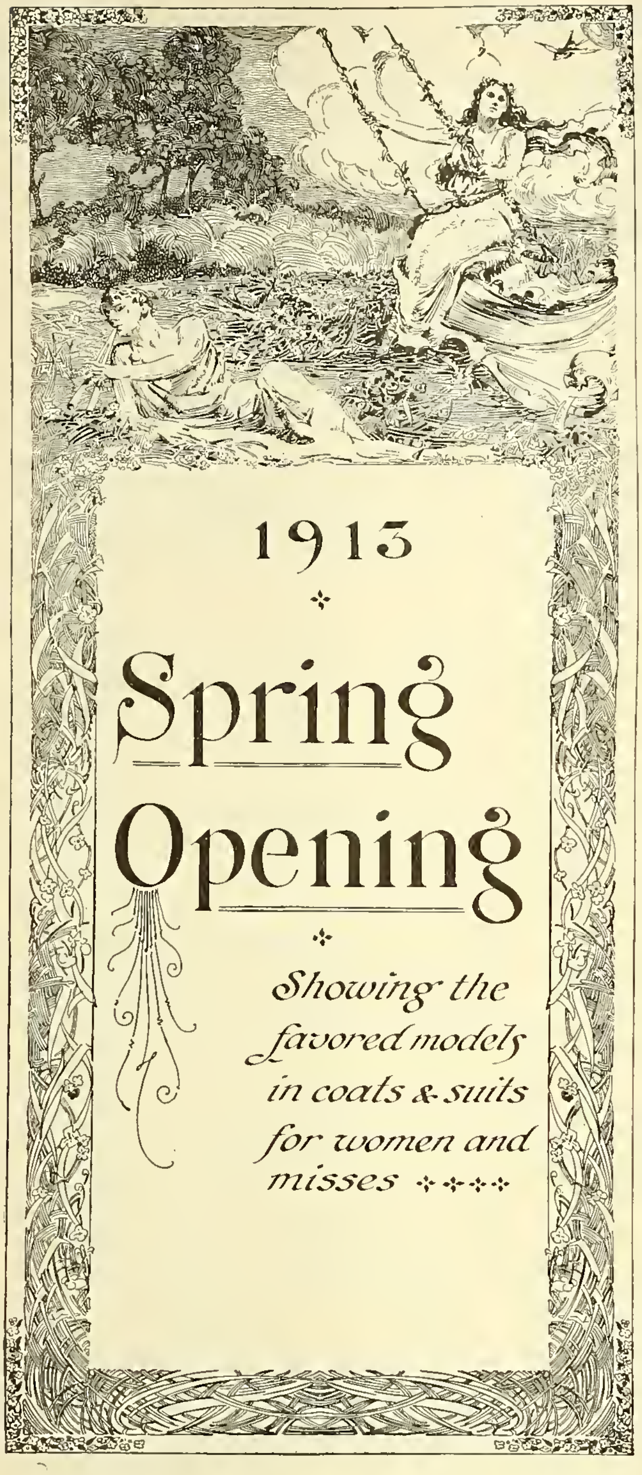
The brush text alphabet shown here was made with a number twelve rigger and drop black. The brush is worked almost on its end—not over an eighth of an inch of the brush from its end touches the paper.

It is an alphabet which can be used to good effect where only a few words go on a card as shown in cards in last month's issue. Never use all caps in this style. The letter shows up best where a red initial is used—the small letters are easily read.

The fancy initials are from a German book. The small letters under it are adaptable to the Soennecken and music pen.

The spring opening card shows a beautiful border design used by Marshal Field & Co., in their spring newspaper announcements last year. Stores using syndicate service often will have a border which can be used as this one has.

The Roman lettering was outlined with a number 4 Soennecken pen. It does not make as grace-



1913

Spring Opening

Showing the favored models in coats & suits for women and misses

BORDER FROM MARSHALL FIELD & CO. AD.

ful a letter as brush Roman, but the amateur will find that he can do better by the pen method.

A few strokes thrown down under the "S" can be used to advantage under any initial. They were made with a ball pointed pen.

Study and improve in what is worth while and if there is anything of general interest on which you would like to be informed it will be gladly imparted in the next issue if questions are received by Feb. 20.

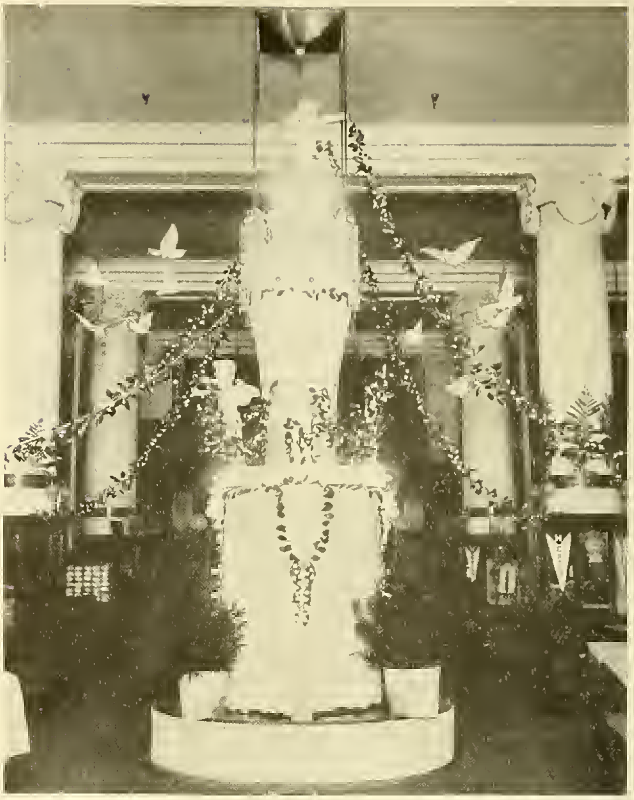


Plate No. 7155. Interior Decoration, by Carl L. Greer for Newman's, Joplin, Mo.

This picture shows a large fountain that was used in the center of the main floor of the Newman store last Easter. The structure was white and was decorated with cupids and other plaster figures. It was studded with electric lamps and festooned with apple blossoms. Around the lower section were four lions' heads from the mouths of which ran streams of water into the circular basin below. White doves were suspended on very fine wires around the fountain.

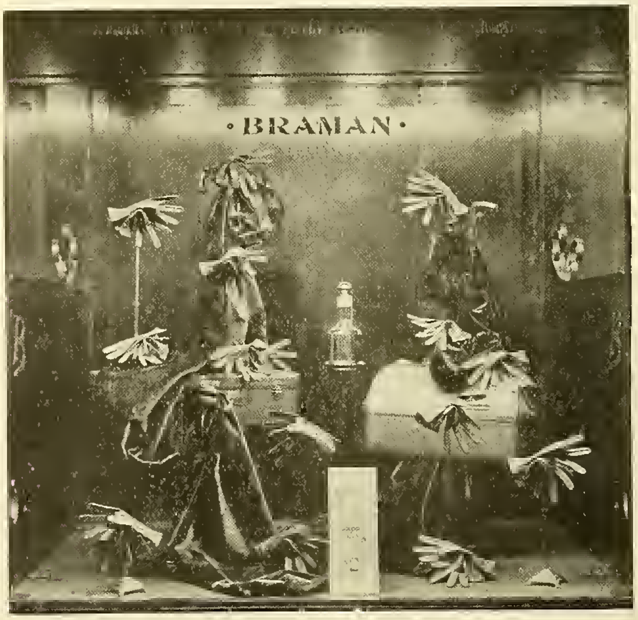
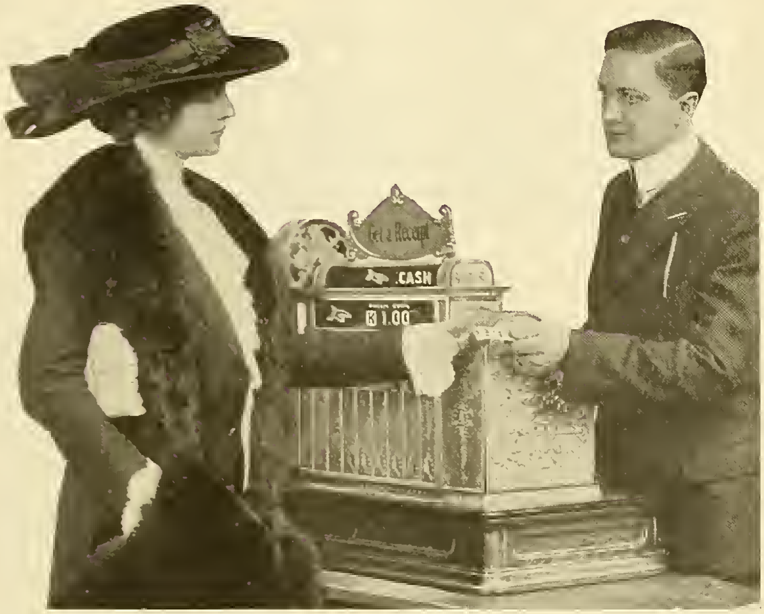


Plate No. 7156. Display of Gloves, Etc., by Arthur W. Merry for Braman Co., Denver, Colo.

This is an exceptionally well handled display of gloves. There are just enough additional accessories to set off the gloves advantageously and the arrangement is excellent. A length of plush was worked about through the display to give a touch of color to the setting. In the middle was a vacuum bottle on a stand.

The Merchant Gets His Money

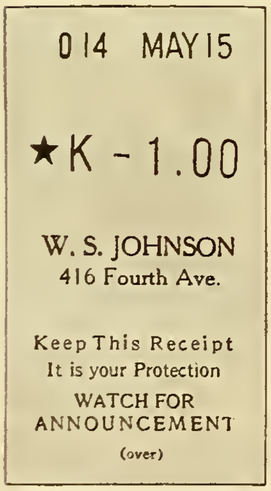


When the Customer Gets a Receipt.

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the merchant and the clerk.

The customer's printed receipt, the clerk's receipt on the sales-strip, and the merchant's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

The Customer's Receipt


0 14 MAY 15

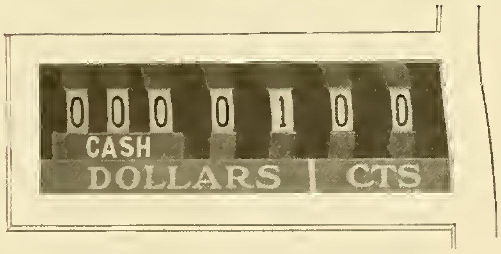
★K - 1.00

W. S. JOHNSON
416 Fourth Ave.

Keep This Receipt
It is your Protection
WATCH FOR
ANNOUNCEMENT
(over)

This receipt which goes to the customer, is printed by the register.

The Merchant's Receipt

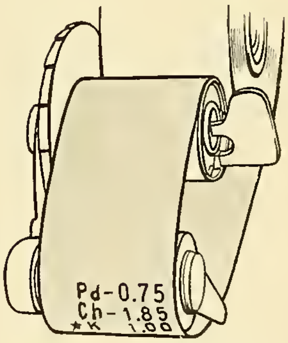


These are the adding wheels which must show the same record as the receipt. They are the merchant's receipt for a correct unchangeable record.

National Cash Registers range in price from $20 to $790.

Write for complete information about the "Get a Receipt" plan.

The Clerk's Receipt



The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

The National Cash Register Company
Dayton, Ohio

The Principles of Men's Wear Display

By Harry C. Davis

This is Fifth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Editor's Note:—In the preparation of these articles it is the intention of Mr. Davis to cover every point as fully as possible. However, there necessarily arise problems that are individual to some particular store, which cannot all be covered in articles of this character. In such cases, if the reader will write to this journal, and state the exact character of the difficulty or the information required, Mr. Davis will be glad to furnish such assistance as may lie within his experience. Merchants who are contemplating building or remodeling their stores are urged to make use of Mr. Davis' wide practical knowledge of such matters. It will save time and correspondence if those seeking advice will give complete information, including measurements and sketches (when necessary) in their first letter.

AMONG the almost countless ways to treat the display window floor there is without doubt no better one than to use hardwood parquetry. The parquetry floor, if properly laid and taken care of will wear for years, and lose none of its original good appearance with the passing of time. As much cannot be said for any fabric floor covering; for the best of fabrics will fade and show wear in course of time.

Glazed tile is sometimes used, but it has not met with the general favor accorded hardwood parquetry. Tile is too cold in appearance, and will chip and crack at the least provocation.

THE WINDOW FLOOR.

Parquetry flooring comes in many designs; some suggestive of weaves, others of mosaic-work—which they really are, in wood—and again in long, plain, narrow strips. A conservative one-tone design made up from small blocks is most desirable for a display window-floor. A narrow plain-line border, contrasting in color to the body of the floor is permissible. But a broad, bold affair of many colors, never! The plainer it is, the less liable to become "old" or monotonous.

As between wax and varnish finishes the wax finish is preferable for the floors, The new floor should be scraped smooth, filled, given two coats of shellac, then a coat of floor wax and finally the surface brought to a high polish with a heavy brush made for the purpose.

Soil and scratches which will appear under ordinary conditions of wear can be obliterated by wiping the floor with a dry cloth to remove loose particles of dust; applying a thin coat of good wax, and going over it with the floor brush. After the wax is thoroughly "rubbed in," a beautiful polish can be obtained by putting a piece of wool felt under the brush and going over the floor again. This last operation will harden the wax as well as make it "shine"; and the hard wax coat will protect the under coat of shellac and the floor itself. Mere scratches from ordinary wear will not reach the wood, but will show in the shallac. Rewaxing fills such scratches, and polishing evens up the appearance of the surface so the scratches do not show. This is the advantage of waxing as against varnishing the floor. If varnish is scratched at all it is scratched "for good"; and to get rid of scratches, the varnish must all be removed and a new coat applied.

To rewax and polish a large surface will require but a few minutes time, and when it is done it is done—ready to walk on. But not so with a varnished surface; for the old varnish must be removed, the wood re-filled, shellac applied, then the varnish, and finally drying time allowed. And all this will require many hours, be the surface large are small.

Qurter-sawed oak, thoroughly seasoned and kiln-dried should be used for parquetry flooring; and a good solid, level under-floor for the parquetry to be nailed to is necessary for best results. To guard against moisture from below being absorbed by the parquetry, causing it to "buckle," a tarred or creosoted paper should be laid between the under floor and the parquetry.

Once in twelve or eighteen months the floor will probably need scraping, bleaching and general refinishing. Therefore, to allow for these occasional scrapings or takings-off of the surface, the three-quarter-inch thickness of flooring would seem preferable to the thinner kind.

THE VESTIBULE

With the window enclousure completed, the sides of the vestibule will, of course, have been taken care of; but there will still remain to be treated the floor and ceiling; and their treatment should be selected with as much care as any other part of the front. To make them real features would not be going too far, yet they should not

**New
for
1913**

Draping on Fashion Dolls

We Originated for

1913

Draping on Fashion Dolls

Complete instructions on every phase of how to use these dolls in all kinds of Fashion Displays.

The Koester School Originates

most all the new things that are worth while in the window trimming world. Look back at the Koester drapes, live model draping, mummy drapes and now the new

Doll Drapes

Prepare yourself now for one of the many good positions that we are continually in touch with.

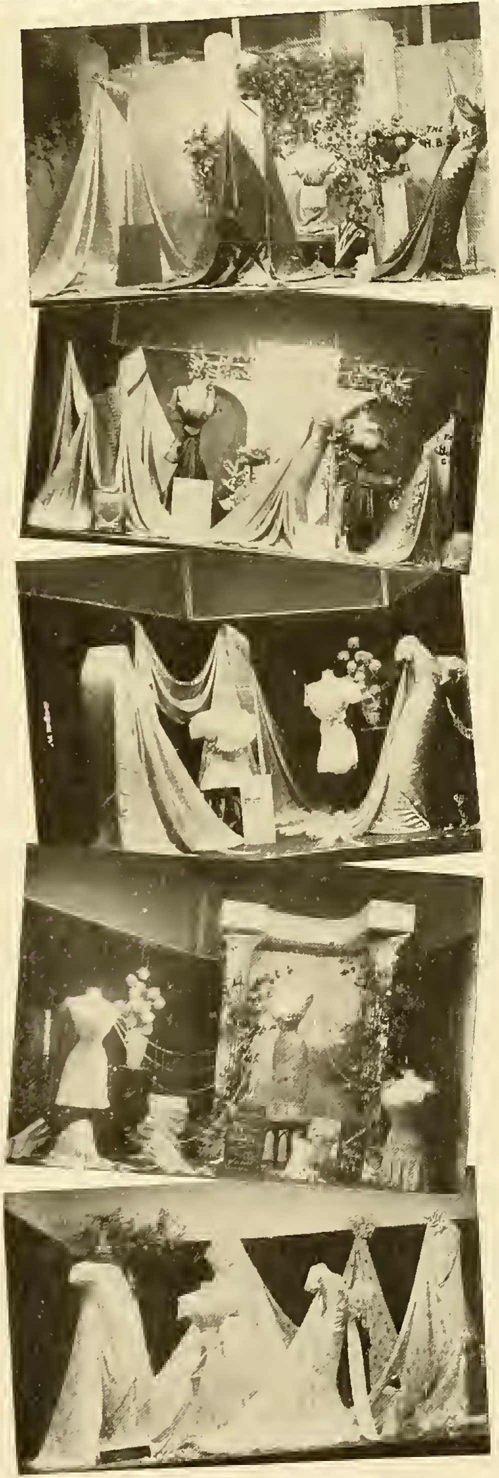
We will gladly answer any question, and have some very interesting circular matter that we want to send you.

Write To-day

THE

Koester School

304-6-8 Jackson Blvd., CHICAGO



Examples of window work by Mr. Whitnack

TURNING POINT IN HIS LIFE

Mr. H. Whitnack

Look at these beautiful windows trimmed by Mr. Whitnack and then read this letter from him.

July 27th, 1912

THE KOESTER SCHOOL

Gentlemen:

It is with pleasure I write to you in regard to your school.

I can truthfully recommend it to anyone who wishes to take up this line of work.

The practical information I received at your school as a student in Window Dressing and Card Writing was the turning point of my life.

The personal interest and instruction you take in each student left a lasting impression on me and one cannot help but make a success in this line of work after graduating from the Koester School.

Another thing that impressed me was the number of applications received for Koester students and how careful you were to see that each student was thoroughly fitted to accept those positions.

I take this opportunity to thank you for the excellent manner in which I was treated while at your school.

It will pay any trimmer well to take a short or full course at the Koester School as it is worth years of actual work.

I will consider it a pleasure to recommend or give any information I can to interest prospective students regarding the Koester School.

I remain,

Yours very truly,

HENRY C. WHITNACK

With H. B. Sykes Co.,
Elkhart, Ind.

Here is a Receipt for Success

"Be a Koester Man"

These are the kind of windows and the class of stores that Koester Graduates are associated with.

Store of H. B. Sykes Co.
Elkhart, Ind.

be featured to the extent of making them over-conspicuous. Whatever the material selected, the style must be in harmony with the general treatment of the front, else harmony will not exist anywhere. Can't create harmony in spots!

THE CEILING

A beam and panel treatment for a ceiling is a fitting one in many places; glass or other mosaic-work more suitable in others; while in still others conditions may require extending into the vestibule a pressed-steel pattern ceiling used within the store. Each and all of these different ways of treating the vestibule ceiling can be made very effective if conscientiously handled by "those who know how." To get two or three plans or perspective drawings to select from will make for greater attention to detail—which means a great deal—and the selector will feel more secure in the wisdom of his choice than he might if the first thing suggested were adopted. Very often a chandelier or a "shower" suspended from the ceiling can be used to good advantage; but when used the lights should be subdued by covering them with soft-colored art glass, or ground glass shades; used for a decorative purpose only. Bright light in such a place would tend to lessen the efficiency of the lighting scheme used in the display windows.

THE VESTIBULE FLOOR

Because of its durability and sightliness, there is probably nothing better than mosaic tile for the vestibule floor. And the great range of colors, shapes and sizes in which it is made makes the working out of designs such as borders, trade marks, monograms, etc., an easy matter; and, to a certain extent, simplifies the task of selecting a floor pattern for a particular place. "Any old pattern" will not do, however, if true principals of decoration are to be adhered to, and the object of decoration considered. The vestibule floor is a very much seen part of a stores "dress," therefore deserving of due care in its selection. People who make a specialty of mosaic tile-work can usually be depended upon to advise intelligently and conscientiously in the matter of selection, but there are some who cannot be. So if one is not quite sure of his own judgment and less sure of the tile man's than of his own, he had best consider well just what a good or a bad floor pattern will mean to the appearance of the store front in its entirety; and some of the things that go to make a good pattern and a bad one. Nearly all dealers have sample designs to select from, that is, made-up sections of different designs or patterns; but a foot square or yard square sample showing a section of border and body of floor may prove misleading to the inexperienced. The sample may strike the selector's fancy, but an entire floor carried out on the same lines be a disappointment. Care should be taken to avoid using too many colors; too intricate a pattern or design; or too much design. In other words guard against overdoing. A perfectly plain floor—one color and size tile—is preferable to one in which design and colors are used to the extent of making it appear that they were put there more for the sake of having them there than for relieving the monotony of plainness. In using colors, the one and only aim should be for relief, and design for a pleasing distribution of it.

Both line and color, in conservative measures, tastefully arranged will make for beauty and "a thing of beauty is a joy forever." The bounds of taste are, of course, marked by rather uncertain lines which are not visible to all eyes until they are overstepped; but to overstep them just a fraction will result in, well, putting horror where joy might have been. It is the hurrying-public eye we want to attract, please, impress, therefore we must consider well even so small a detail as a pattern for the mosaic floor in the vestibule. A mere glance will enable the eye to grasp the motive of a simple design, whereas a complicated one must be studied to be appreciated. So for the vestibule floor the design or pattern would best be one that even "he who runs" may see, appreciate, remember, because of the beauty of its simplicity and the simplicity of its beauty.

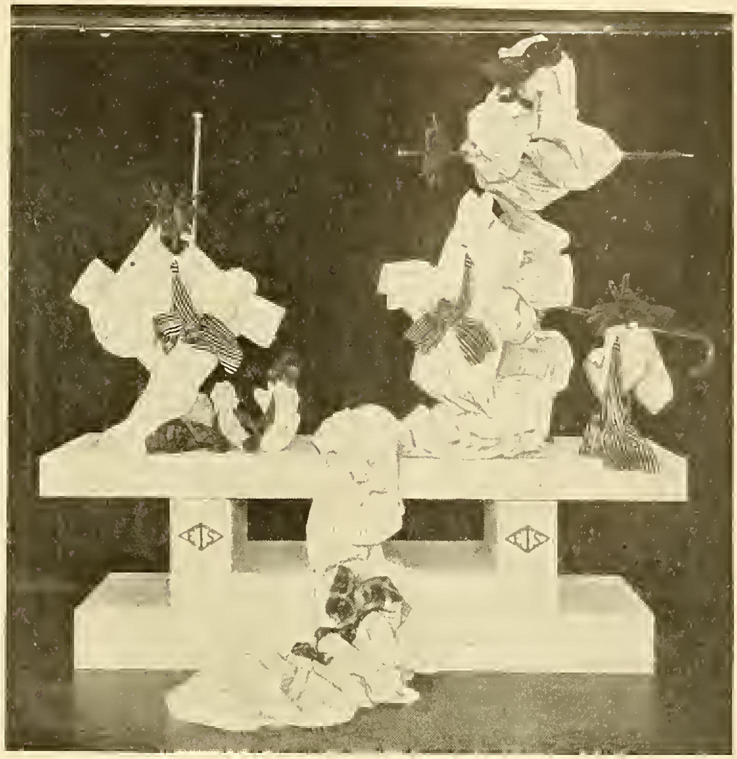
To insure against disappointment, scale plans showing both colors and designs just as they would appear in a completed floor, should be required with estimates of cost on the work to be done. This will mean extra work for those submitting estimates, and some may try to make something less than a complete plan do. But it should not be allowed to do, and will not be if that good safe old rule "be sure you're right then go ahead" is followed.

✕ ✕

Ad English

NINE-TENTHS of the newspaper advertising of retail stores is made up entirely of stereotyped phrases that have been serving the same purpose for many years. This applies to big stores as well as to little ones. The same ancient and meaningless expressions are used year after year, because most of the men who write the ads are following the deep rut of conventionality. They have unconsciously acquired a style of expression and they stick to it, because that is easier than it is to think out a better style. Get out of the rut; cut out the stereotyped stock phrases that mean nothing, and say what you have to say in the plainest kind of English. Never use a long word when a short one will do. If it expresses your meaning better throw in a bit of mild slang occassionally. Whatever you do, get out of the rut of "ad English."

WE TEACH YOU HOW TO TRIM WINDOWS THAT TELL A SELLING STORY AND SUGGEST INTERESTING VALUES



This shows the New Seal Tail Drape placed over the De Milo Draping Form with wax head and arm attachment. This drape was executed without cutting the material by our instructor, Mr. C. J. Nowak. Mr. Nowak is not only an expert on draping fabrics, but has also originated a number of the most practical draping forms including the De Milo. All the best draping forms are introduced during our draping course.

This shows an artistic men's wear trim and plateau fixture, designed at the school by our instructor, Mr. G. A. Smith. Mr. Smith is not only the cleverest and most original window background and fixture designer in America, but he also knows how to put his ideas into practical use. This knowledge is yours with a course of our instruction. Hundreds of window and interior decorative designs and fixture ideas are given to the student.

Our expansion and progress has made it possible for us to occupy more than double the floor space of our former quarters. We now have the largest, well day lighted and best equipped school rooms of their kind in America.

We have the men, the space, the merchandise, the fixtures, the decorations, the show cases, the windows and all necessary facilities for making your retail publicity training most complete.

Our advertising course has been enlarged to include instruction and lectures on Parcel Post and Mail Order Business.

Our show card writing course has been revised to include complete instruction for inexpensively making your own moving picture advertising slides.

Every graduate and student receives a valuable monthly letter of timely interest to assist him with his future work. Classes are forming in

RETAIL ADVERTISING (DISPLAY MANAGING WINDOW TRIMMING) SHOW CARD WRITING

A liberal course in salesmanship can be gleaned from our lectures, supplementing our instruction work and given by our regular lecturing staff of 20 specialists.

Send for class formation dates, tuition fees and booklet No. 22.

ECONOMIST TRAINING SCHOOL

ADVERTISING (DISPLAY MANAGING WINDOW TRIMMING) SHOW CARD WRITING
231 W. 39th STREET NEW YORK CITY

National Association of Window Trimmers of America

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President, MORTEN HOFFSTADT, Knoxville, Tenn.

First Vice-President, J. L. HAINES, Lancaster, Pa.
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BOARD OF DIRECTORS

Chairman, C. J. POTTER, Lancaster, Pa.
G. W. HUBBARD, Elgin, Ill.
E. J. REDMOND, Elkhart, Ind.

Twin City Decorators Meet

SINCE the Chicago convention of the N. A. W. T. of A. last August, there has been a greatly increased tendency among decorators all over the country to get together. Local associations are now flourishing in a number of cities and others are in process of organization. The most important local association that has been formed, however, was organized last month in the Twin Cities, Minneapolis and St. Paul, Minn. Both in point of numbers and in the high standing of the decorators affiliated with it, this association is the most notable local organization of window dressers that has ever been formed.

Considering their size, there probably are no two cities in America that have more or better stores than Minneapolis and St. Paul. Not only are there many good stores in these cities but their windows as a whole will compare favorably with those of any city, no matter what the size may be. The decorators of the Twin Cities are unusually up-to-date but, while they have always been on excellent terms with each other, there has never before been made an attempt to establish any definite organization. During the past few months, however, the advantages of such an organization have been impressed upon the decorators of the Twin Cities and, after a good deal of preparatory work, a meeting was held Monday, January 20 with the purpose of establishing a local association.

Twenty-five representative window decorators of the two cities met for an informal dinner in a private dining room of the Commercial Club of St. Paul. After the cigars had been passed, B. J. Millward, decorator for Mannheimer Bros., St. Paul addressed the meeting and proposed that right there and then an organization of the Twin City Window Decorators be formed. Upon the suggestion of Mr. Millward, Arthur W. Lindblom of the New England Furniture & Carpet Co., of Minneapolis, acted as chairman of the meeting and P. M. Ciernia of Field, Schlick & Co., St. Paul, acted as secretary pro tem. The following is a list of those present:

FROM MINNEAPOLIS

E. Anderson, Atkinsons; A. A. Derus, Gimbel Zimmer Co.; J. Hertogs, The Leader; W. H. Hinks, J. W. Thomas Co.; J. C. Karlsen, The Plymouth Clothing House; C. J. Larson, The Dayton Co.; A. W. Lindblom, "New England"; A. L. Powers, Powers Merchandise Co.; H. M. Reinhardt, The Standard; Lars Smeby, Maurice L. Rothschild; M. E. Smeby, Twin City School; C. E. Thieme, Donaldsons; E. S. Young, Minneapolis Dry Goods Co.

FROM ST. PAUL

C. M. Averill, Floan & Leveroos; H. E. Bartlett, Golden Rule; P. M. Ciernia, Field, Schlick & Co.; E. L. Kayser, St. Paul Store; F. A. Lanoux, Jr., Browning King & Co.; T. L. Leslie, Maurice L. Rothschild; R. B. Meyers, The Emporium; B. J. Millward, Mannheimer Bros.; Edw. Rosenkranz, The Chaix Co.; Ed. C. St. Jacques, The Boston Clothing Co.; J. W. Thomson, Schuneman & Evans.

FROM RED WING, MINN.

Wm. H. Edstrom, Boxrud & Hjermstad Co.

Chairman Linblom called upon every man present, in turn, to make a few remarks concerning the proposed association, and without exception, all expressed themselves as enthusiastic over the possibilities of a permanent organization, to take in all of the eligible decorators of the two cities and to hold regular meetings.

George H. Lamberton, manager of the Merchants Record Co., of Chicago had been invited to be present to assist in forming the organization, and he was called upon to make a few remarks as to the advantages to be obtained through getting together in the right spirit. Mr. Lamberton gave

No. 75 G
Model Waist Form with an Adjustable Belt.
Details on application.

Palmenberg
NEW YORK

WE are producing new things and improvements on old things all the time. To keep posted on the latest ideas for window display during 1913, get your name on our lists and receive freely and promptly all our printed matter.

J. R. PALMENBERG'S SONS
EST. 1852
710 BROADWAY, NEW YORK
FACTORY: 89 and 91 WEST 3d STREET, NEW YORK

30 Kingston Street, 110 Bedford Street, Boston

10 & 12 Hopkins Place, Baltimore

his hearty endorsement to the movement and in his brief talk called attention to the enviable position in the profession occupied by those present inasmuch as the stores they represent are among the best and most progressive in the country, and that the window and interior decorations cannot be excelled by any stores anywhere. He also called attention to the unusual condition in that every decorator present had occupied his present position from four to twenty years. It is safe to say that there is not another city in the country in which this condition exists.

After free discussion, it was resolved to adopt the name "Twin City Window Decorators' Association." Upon motion of W. H. Hinks of John W. Thomas & Co., Minneapolis, the chairman appointed a nominating committee as follows: W. H. Hinks, Minneapolis; C. J. Larson, Minneapolis; H. E. Bartlett, St. Paul and R. B. Meyers, St. Paul.

At the request of the committee Mr. Lamberton assisted in their deliberations they proceeded with the nominations of officers to hold office for one year from the date of their election. The following names were then placed before the meeting and elected to their respective offices: President, B. J. Millward; First Vice-president, C. E. Thieme; Second Vice-president, R. B. Meyers; Secretary, A. W. Lindblom; Treasurer, H. E. Bartlett.

The nominating committee also recommended

People Don't Always Ask

you to show them EVERYTHING they are willing to buy. And as you are not a mind reader, you can't find out. The best you can do is to make a good display of your newest goods in a

Silent Salesman
TRADE MARK

ALL-GLASS SHOW CASE

and let it do the suggesting to your customers. You will find this case will pay for itself in a short while.

There's no case on the market as attractive as the "Silent Salesman." It is made only of glass above the base—no frame, screw or angle to obstruct the view of the goods within, yet no case is made stronger or more rigid.

We make both indoor and outside show cases. Our booklet, "The Value of Display," sent free on request. Address Dept. B.

DETROIT SHOW CASE CO.
Show Case Makers to Progressive Merchants
476-490 Fort Street, W. DETROIT, MICH.
Get Our Book on Modern Store Front Construction
New York Salesroom, 738 Broadway Leo A. Feldman, Selling Agent

that these officers constitute the board of directors, and that the president call a meeting of the board of directors at an early date for the purpose of drafting a constitution and by-laws to govern the association, the same to be submitted in writing, for approval or revision, at an early meeting. It was determined that the next meeting will be held in Minneapolis, February 20, 1913.

The newly elected officers were each called upon to address the meeting and each gave a practical talk on window decorating in general and the new association in particular, which called for enthusiastic applause from all. It was the opinion and desire of all present that this association of representative local window decorators will result in creating the highest degree of fellowship and will uplift the profession as a whole. Through organization, it was pointed out, much can be done for the merchants and a great deal of civic good may be accomplished all around. In a community having a population of nearly three-quarters of a million, there are always great possibilities in the matter of municipal art and no one is better qualified to influence this municipal art than a strongly organized body of capable window decorators. It was also agreed that eligible window decorators from surrounding cities are to be invited to become associate members, so it seems likely that this association will be far reaching in its good influence.

A vote of thanks was tendered Messrs. Millward and Lindblom for their untiring and unselfish efforts in arranging the first meeting, and a resolution was passed that all of those present constitute the charter membership of the Twin City Window Decorators' Association.

It is earnestly to be hoped that other cities will follow the example of Minneapolis and St. Paul in the organization of local associations. Great benefits to the profession may be brought about through getting together. These benefits will accrue not only to the individuals but to the whole window dressing craft. It is not a difficult matter to form a local association. If a few good men can be got together in the right spirit, the others will follow naturally.

* *

HARRY W. HOILE, who was formerly with the A. B. Caldwell Co., of Washington, Pa., is now in charge of the window decorating department of Loveman, Joseph & Loeb's big store in Birmingham, Ala.

* *

SAM. R. WEISS, who was for many years in charge of the windows of the Boston Store in Chicago, is now head decorator for the Brandeis store in Omaha, Neb. Mr. Weiss says that it is quite a relief to get away from the strenuous and varied duties connected with a State street job.

NOTES FROM NEW YORK

THE POLICY OF R. H. MACY & CO.—BOOKLET ADVERTISING LARGELY USED—SYSTEM IN THE SHOW CARD DEPARTMENT—DISPLAYS OF DRESS TRIMMINGS—NEWS OF THE DECORATORS.

F. F. Purdy

A REVIEW of some of the policies of R. H. Macy & Co. should be very suggestive to merchants generally, as there is a shrewd interweaving of activities throughout the store that makes for unusually successful merchandizing. Some of these features have received more or less attention. A general study of a number of them as a whole should be of unusual profit.

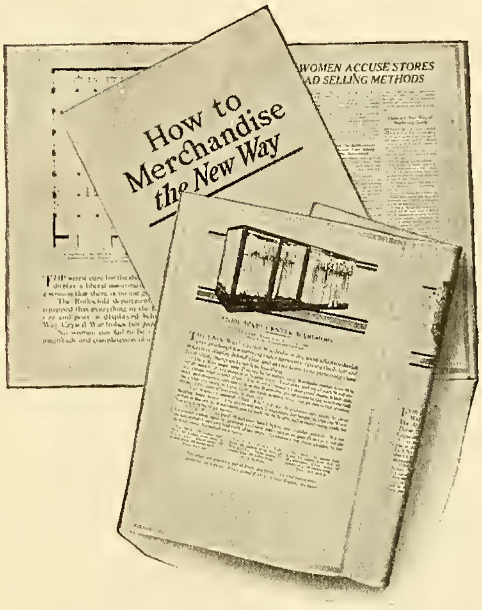
Take for instance first the statement that is constantly made that "All our special values are not advertised." This is followed up by signs on offerings through the store that have "Not been advertised." Think of the effect of this. Women will naturally and gradually look to Macy's as a source of supply of pretty much everything, whether they read anything in their ads. or not regarding the special merchandise they want. This policy makes for a solid, steady increase in the business of the store.

Another point. Whenever there is any special occasion, thousands of little pamphlets are prepared telling all about it, and throughout the entire event there is a boy at each door giving each incoming visitor one of those pamphlets. A fine scheme, working right into the general plans of the house for more business. What capital advertising—advertising that advertises merchandise to people who are *right on the ground*. They are told of each of the special offerings and where they may find them, and their attention is drawn to many things of which they would know nothing, even by the time, tired from long inspection and tramping, they are ready to go home. Thus the shoppers' efforts are most intelligently directed.

During the late white sale, booklets of the white sale were given out in this way. Everything was carefully tabulated and described, and even special luncheons at special prices were advertised, which brought a large number of extra people to the restaurant, to break the period of tedious investigation and shopping. Never before have we seen such an including of white merchandise in a "White Sale." To cap the climax the booklet features white enamled furniture, which brings a smile when the "White Sale" of early times is considered, with the general scope of this time-honored institution. But surely white enameled furniture, and other things are white besides lingerie, table linen, sheets and dress goods. Macy made the most of that white sale, and kept the boys giv-

Competition in the Retail Apparel Trade is Shifting to a New Basis

If You have not a New Way Store, Write for "How to Merchandise the New Way"—sent with our compliments



THE biggest competitive weapon in the retail apparel business today is *service*—making the customer feel at ease in the store and at home with the stock.

That is the basic principle of the New Way—"all the goods in plain view behind glass."

It is a fact that the notable successes in retailing men's and women's ready apparel are going to New Way merchants.

It is a fact that many a New Way merchant finds his sales increased forty to seventy-five per cent. within a year after putting in New Way methods and equipment.

It is a fact that the New Way is spreading to every city and town of this country—and that every apparel merchant will feel the effects of this new competitive condition.

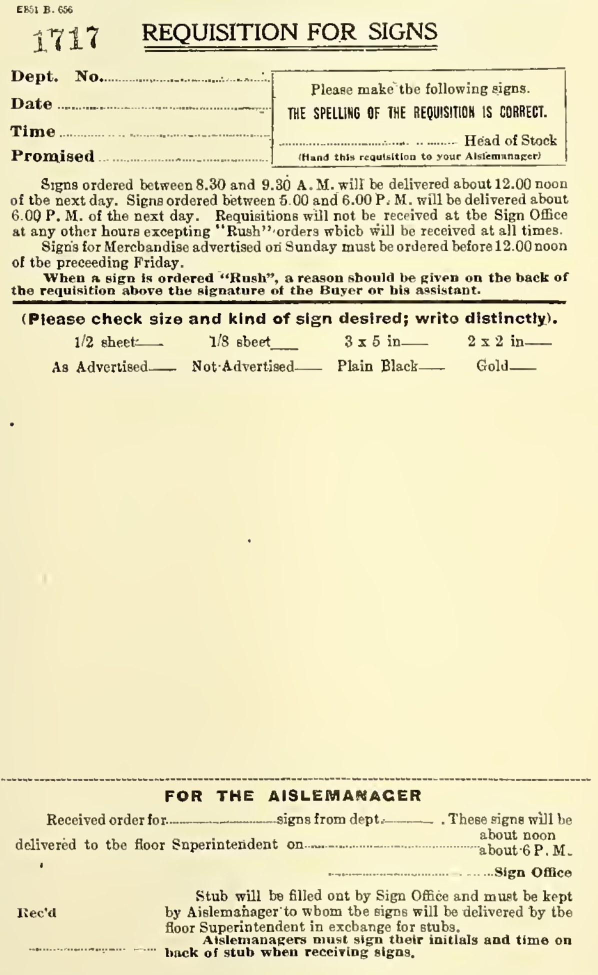
How much longer the edition of "How to Merchandise the New Way" will last we cannot tell. It is rapidly being absorbed. If you have not yet read the book, we suggest that you send for a copy immediately. Address Dept. S.

Grand Rapids Show Case Company
The Largest Show Case and Store Equipment Plant in the World
Grand Rapids, Michigan
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

ing out those booklets from start to finish. Was this good advertising? It was advertising so good that it approached salesmanship.

There is no questoin of collections at Macy's. All the charges are on deposit accounts, on which interest is paid. Hence elimination not only of risks, but of quantities of postage, bookkeeping and special correspondence. Besides, at the close of the year, aside from the interest on balances, a 2 percent. dividend, interest, or whatever you may call it, is declared on the total amount of purchases for the year. There are no trading stamps, and there is little expense, proportionately, for anything besides merchandise and the administration of the business in a way to sell it at the lowest cost for doing business.

A feature of the window trimming of Macy's is the showing of small goods right on the ledge as close as possible to the person outside. These little articles generally fit in with the main merchandise of the window, but evidently the management does not regard this as a desideratum. There is always something along the ledge—jewelry, watches, combs, gloves, small bags, neck ornaments or what not. The idea is to catch the attention of the bystander with a large number of suggestions and at the same time not to detract a particle from the effectiveness of the general display—an excellent plan, especially where window space is unusually valuable.



E851 B. 656

1717 **REQUISITION FOR SIGNS**

Dept. No...............................

Date ....

Time ....

Promised ....

Please make the following signs.
THE SPELLING OF THE REQUISITION IS CORRECT.
.... Head of Stock
(Hand this requisition to your Aislemanager)

Signs ordered between 8.30 and 9.30 A. M. will be delivered about 12.00 noon of the next day. Signs ordered between 5.00 and 6.00 P. M. will be delivered about 6.00 P. M. of the next day. Requisitions will not be received at the Sign Office at any other hours excepting "Rush" orders which will be received at all times.

Signs for Merchandise advertised on Sunday must be ordered before 12.00 noon of the preceeding Friday.

When a sign is ordered "Rush", a reason should be given on the back of the requisition above the signature of the Buyer or his assistant.

(Please check size and kind of sign desired; write distinctly).

1/2 sheet___ 1/8 sheet___ 3 x 5 in___ 2 x 2 in___

As Advertised___ Not-Advertised___ Plain Black___ Gold___

FOR THE AISLEMANAGER

Received order for..............signs from dept._____ . These signs will be delivered to the floor Superintendent on.............................. about noon / about 6 P. M.

.... **Sign Office**

Rec'd

....

Stub will be filled out by Sign Office and must be kept by Aislemanager to whom the signs will be delivered by the floor Superintendent in exchange for stubs.

Aislemanagers must sign their initials and time on back of stub when receiving signs.

The cards and signs, interior and window, fit into the general scheme as exactly as everything else does. Uniform-sized cards, white on black, are on all merchandise displayed, telling what it is, and "how much." Then there are large uniform cards headed "As advertised," calling attention to goods advertised, so that people responding to ads. can make quick mental connection. Then come the uniform-sized signs headed "Not advertised," to which allusion has been made. Nothing is left to chance or speculation. There is enough confusion in a department store. Everything shown in interior and window is "price-ticketed," and thus the work of the sales-people is minimized.

The department for preparation of signs for the interior is separate from the department of decoration. But the window signs and tickets are prepared under Mr. Allert's supervision and with swiftness and precision. Every department of the store has a pad with sheets duplicates of the "Requisition for Signs" we show herewith. Each sheet is consecutively numbered. When any department wants a sign for the windows the requisition is filled out, signed by the floor walker, and delivered to the sign writer, who detaches stub at bottom for the aisle man or floor walker, the sign man retaining the part above. Parties ordering signs then bring the stub to the sign writer, who keeps stub and the top on file. The sign man usuaally gets the orders for signs early in the afternoons, and the signs or tickets are ready and in the window trimmers' boxes that evening. Only in exceptional cases is the ½ sheet sign used, most of the window signs being the ⅛ sheet size, 7x11. The signs are now of gold board, lettered in black. The new signs are gold, with black line border, with the familiar Macy star and signature.

Thus it will be seen that throughout the house—in these features, and others as well—that the Macy policies dove-tail perfectly into each other with a minimum of waste, energy and expense, with an ideal clearing of the way of the customer to a purchase. And in the department of decoration R. H. Macy & Co. have a chief in Mr. Allert, a man who not only interprets the very spirit of the house to the public, but who can put the maximum of "merchandising" into a window in which the artistic quality yet has a place.

Easter comes this year on March 23, earlier than for very many years. The idea has been expressed that coming so much nearer the Christmas holidays than usual, when such elaborate preparations were made, and coming so early, with prospects of a late spring, there are not likely to be extensive preparations for decoration.

The Best Foot Forward

WE will assist you in finding the connection or the helping hand that the correct decorative color scheme and setting will give **"to bring out the best and most beautiful points of your merchandise exhibited."**

The cost is very small as compared to the large investments you have made in purchasing and maintaining a select stock of merchandise. **Give your merchandise a chance to look its best.**

Make your show windows worthy of the large and well selected stock of merchandise that you have spent days and weeks to select.

Remember that the other man can speak a word of praise for you and his statements will be accepted, where the same statements made by yourself would be taken with a grain of salt. Let your show windows be the other fellow and incidentally see that the words of praise for you and your establishment are always forthcoming.

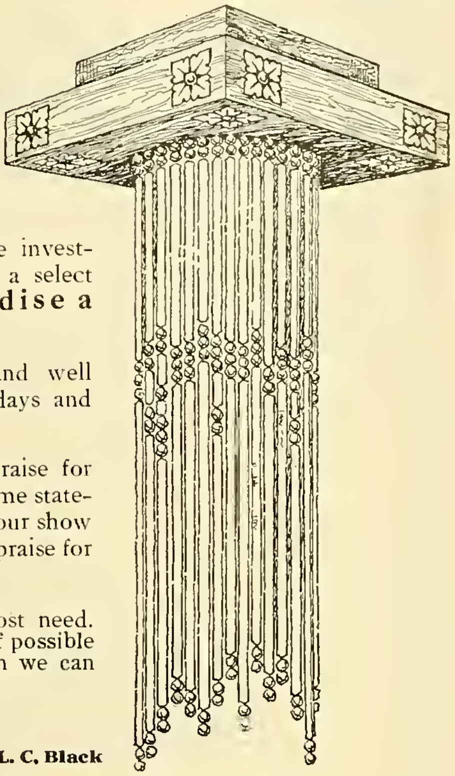
We are equipped to give you the kind of information and settings that you most need. Write for information and kindly enclose dimensions of your windows and and if possible send photo of show windows. This will enable us to see possibilities wherein we can assist you most advantageously.

Decorative Landscapes in beautiful spring colorings furnished

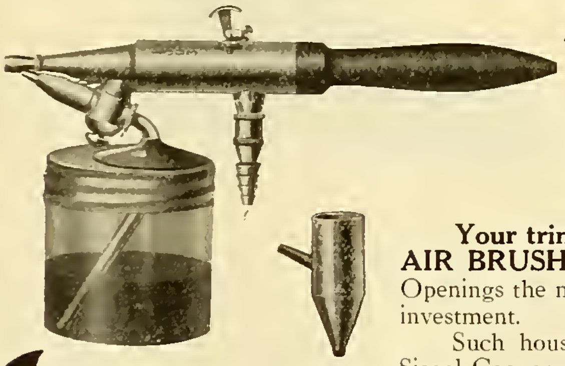
J. C. Bodine **BODINE & BLACK** **L. C. Black**

Designers of Windows That Bring Results

856 N. STATE STREET **Phone North 4136** **CHICAGO, ILLINOIS**



Ths will give you an idea of one of our exclusive designs



One of the many popular models of PAASCHES "3 in 1 Air Brushes

Progressive Merchants

Cannot Afford to be Without Paasche's "3 in 1" Air Brushes

Your trimmers, card writers and **decorators NEED a PAASCHE AIR BRUSH OUTFIT** to make your holiday displays, Spring and Easter Openings the most artistic and attractive. It will pay **Big Dividends** on the investment.

Such houses as Marshall Field & Co., Rothschild & Co., Mandel Bros., Siegel-Cooper & Co., Boston Store, The Fair, Louis Weber & Co., Armour & Co., National Cash Register Co., Heinz & Co., and we could name hundreds of progressive concerns using our air brushes with remarkable success for making their **advertising displays, signs, show cards, price tickets; coloring artificial flowers, decoratives** and **window backgrounds; bronzing, gilding, lacquering** and **finishing old fixtures,** making them look like new, and a number of similar purposes.

USERS' OPINIONS.

"I have used your air brush for the most difficult show cards, signs and scenes, and it has performed its functions perfectly in every respect. I recently airbrushed a white felt background worth about $250.00, which had become soiled with dirt and exposure. This was done without moving it from the window. I feel that your air brush saved the firm at least the price of the background, for it would have been necessary to put in a new one otherwise. Your air brush is superior and par excellence—supreme—without any question of doubt. Using "3 in 1" Model "D"-2 Air brush." R. Granville Noble, Head Window Trimmer, Care of Louis Weber & Co., Chicago, Ill.

"I have given your "3 in 1" air brush a most thorough trial and find it satisfactory in every respect. It's the first air brush that I ever saw or had a chance to use, and can say it certainly does the work. It is the only air brush in town, and has made a "hit." It's a dandy from point to point—a brush that needs no drumming." Wesley E. Wilman, Ashland, Wisconsin.

"I am not going to look for a better air brush than the "Paasche." Am perfectly satisfied, and having a big success with the Model "D"-2. Geo. M. Mathison, Decorator. With Krom's Dept. Store, Antigo, Wis.

Catalog sent free upon request.

Paasche Air Brush Co. **MANUFACTURERS**

610 Blue Island Ave., Chicago, Ill.

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it for your

Spring Opening Windows

The most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames.

In stock in convenient size in many different colors and patterns. Write for samples.

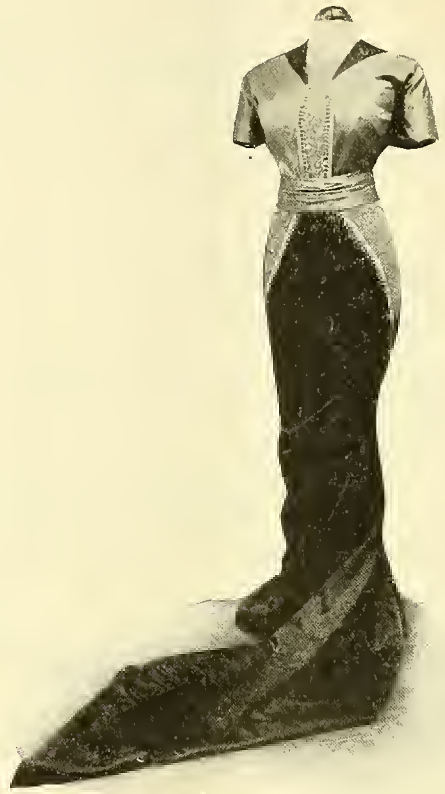
Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

FOR OUR ADVERTISERS

A Good Draping Form

The accompanying illustration shows a drape made by Will H. Bates of the Koester School over a new and improved form that has just been put on the market by Hugh Lyons & Co. of Lansing, Mich. This form has many things to recommend it. As may be seen from the picture, it is unusually graceful. The lines are natural and artistic and lend themselves readily to the draper. An unusual feature of this form are the short arms which make it possible for the window dresser to finish off that part of the drape.



This drape was made of black and white satin. The black satin is started at the bust and is fitted smoothly down the front of the form. The selvedge is then caught up in several plaits at the left side forming the skirt drapery. The other end of the black is now carried up to the waist line with the selvedge turned under and forming a seam that overlaps on the plaits of the skirt. This goods is fitted in to show the contour of the form, and part of the remaining goods is swung around on the floor to the front in long train effect.

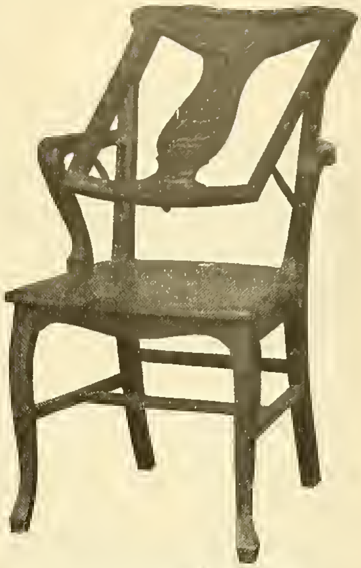
Allover lace is now fitted across front of the bust and ends brought up on sides to belt giving a coat effect. Then a short length of the white satin is fitted over the shoulders and around the sleeves.

Unique Show Card Service

A novel and certainly a very attractive proposition is put up to the user of show cards by the National Colortype Company of Chicago. They have designed and produced a series of Easter, Spring and Summer Show Cards in air brush and water colors, together with a line of house cards and price tickets including about seventy designs by the well known artists, L. O. Butcher and W. E. Ottman.

The cards run in size from 3x5 to 14x22 and are so adjusted and arranged that the merchant has a six months exclusive advertising service of this character in his own locality for a very moderate outlay, so little that a merchant who appreciates the window display and show card service will certainly avail himself of such an attractive proposition.

Closed—for Seating Use



Open—for Display Purpose

13 FOR A DOZEN.

For one month only with each order for one dozen

"New"
GUTHRIDGE DISPLAY CHAIR

I will ship one extra chair **FREE OF CHARGE**
(This offer is made to interest the few merchants who are not using the chairs)

THE
"New" GUTHRIDGE CHAIR
a Combination Chair and Display Rack for displaying Women's and Children's Ready-to-Wear Apparel

The great number of these chairs that are being used is the best recommendation that they can receive. Chairs have been shipped as far as Sidney, Australia, which shows that they are appreciated by those who know a good thing when they see it. In this day of keen competition it stands every one in hand to be on the alert and to see that their equipment for conducting their business successfully is of the most modern type. I claim for my Display Chair that it will assist more in the selling of Ready-to-Wear Apparel than any other way it can be shown, for the reason that when a garment is placed on the chair you **see at once** the correct lines and style of it. More than two thousand departments are now using them, so please consider what is to your best interest. Order at once.

Materials and Finishes.—Chairs are made in birch, mahogany finish, and quarter-sawed oak, golden-oak finish; both the mahogany and golden-oak finishes are of a medium shade that will harmonize nicely with any furnishings.

Orders for less than one dozen .... Each, $8.50
Orders for twelve or up to twenty-five .... 8.25 } F. O. B. Chicago
Orders for twenty-five or more 8.00
Terms 2% 10 days

F. M. GUTHRIDGE, 910 South Michigan Avenue - - - CHICAGO, ILLINOIS

New Upson Board

A new product of interest to every store decorator is Quarter Inch Upson Board just announced by The Upson Company. This is by all odds the strongest, toughest, stiffest fiber board on the market and offers the decorator a stiffer board than the ordinary 3-16th inch fiber board usually sold.

Its price makes it cheaper than lumber or similar materials approximating a quarter inch in thickness. For special forms, window trims, model rooms and other places where a strong, stiff lining is desired, Quarter Inch Upson Board will prove indispensable.

Like regular Upson Board which is 3-16th inch in thickness, it is kiln-cured, waterproofed and ready-sized. It has the most perfect painting surface of any board because its surface is filled and does not require a priming or sizing coat. One coat of paint—never more than two—will give a smooth, uniform finish.

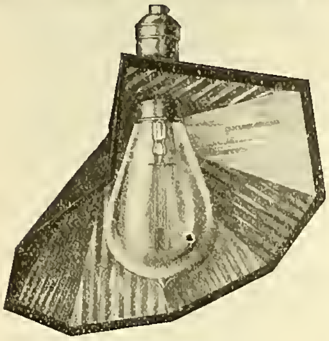
For these reasons, Quarter Inch Upson Board will be as popular with store decorators as 3-16th inch Upson Board is at present. The Upson Company will gladly send a liberal sample upon request. Their factory is located at Lockport, N. Y.

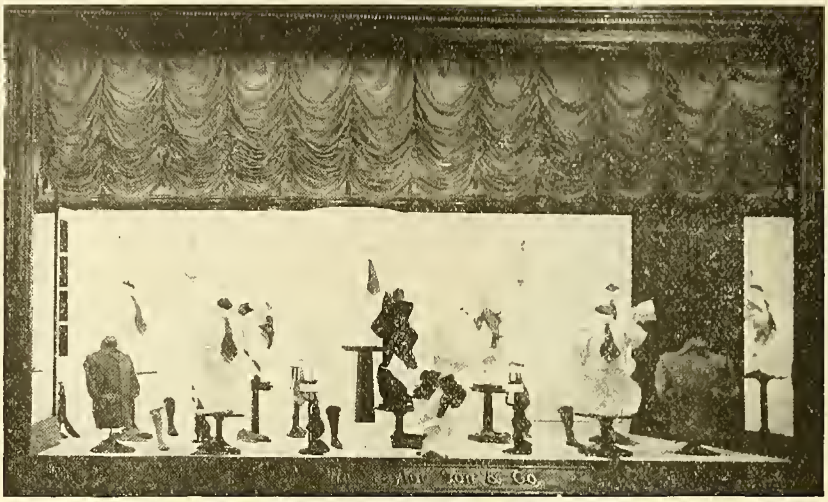
New Spring Circular

The Schack Artificial Flower Co., 1739 Milwaukee Avenue, Chicago, has just issued two big new circulars that will be welcomed by every window dresser on account of the abundance of new ideas they contain. In these circulars, which have in the neighborhood of 250 illustrations, will be found a large number of new designs of the Schack floral units which have attracted so much attention during the last few months. The new units are especially interesting for the reason that the stands are shown decorated and not decorated. The undecorated stands illustrated in the circulars will serve as accurate models for the many window dressers who wish to build their own stands instead of buying them ready made. Any of these attractive stands can be made easily and at practically no cost by any trimmer who is handy with tools.

There are many other interesting features in the new Schack circulars including a great variety of new flowers, vines, shades and decorative specialties. These have been designed for the coming Easter season and are now illustrated for the first time. Both circulars will be mailed to any address upon receipt of a request for them.

ONE OF SCHACK'S FLORAL UNITS.





"MORE LIGHT"

Style 100 D

The Bailey Reflector

Send Us Sketch of your show windows and let our lighting engineer assist you in solving your lighting problems.

One of the ten windows of Wm. Taylor, Son & Co., Cleveland, Ohio, equipped with Bailey "More Light" Reflectors

THE Bailey Reflector is synonymous with MORE LIGHT for your show windows and show cases. It insures an even distribution of light over the entire display. A design for every requirement—a reflector for every need. Made with imported silvered corrugated glass, giving greater and more lasting service

Bailey Reflector Co., 519 First Avenue, Pittsburgh, Pa.
ESTABLISHED 1876

New Way Merchandising

One of the most interesting pieces of literature for the merchant that has been gotten out in a long while is the book, "How to Merchandise the New Way," which is being distributed free upon request by the Grand Rapids Show Case Co. of Grand Rapids, Mich. It is a remarkably fine example of the printer's and engraver's arts, but its value to the merchant lies in the practical information it contains rather than in its handsome appearance.

"How to Merchandise the New Way" is a book of store plans and selling methods now in use by leading merchants, with illustrated descriptions of efficient equipment for the better service of customers. The book has been perpared with great care and it contains a wonderful amount of practical information taken from the experience of leading merchants. There are large scale drawings showing layouts and arrangements of model stores. Among the stores described are some of the newest and largest ones in the country. For example there are scale drawings showing the floor plans of the Hub in Chicago, also of part of the fine new Rothschild store and many others equally interesting.

Aside from the store plans and descriptions a very interesting feature of the book is a series of reproductions of advertisements that have appeared or are to appear in the Saturday Evening Post. Most merchants have read some or all of these remarkable advertisements but they are collected here in convenient form to keep and they will stand re-reading several times for they contain a lot of practical business wisdom that is worth preserving. Altogether this book is a valuable piece of business literature and every merchant should look it over carefully. It will be mailed to any merchant for the asking.

Air Brushes

The air brush is practically a necessity to the window trimmer and card writer of today. It can be used in so many ways and is such a time saver that there should be one in every store, where it will pay for itself in a short time. The Thayer & Chandler air brush is so well known that it needs no introduction. It has been in use for many years and has always given perfect satisfaction on all kinds of work from the finest show cards to background coloring. Thayer & Chandler have recently got out a catalogue, illustrating and describing their line of Fountain air brushes. It is an interesting booklet that every window dresser or card writer shoulid have and it will be sent to anyone who asks for it.

Economizing Space

In these days of stiff competition and high rents it is up to the merchant to use the space in his store room as wisely as possible. He cannot afford to waste any of it. Yet in a large proportion of stores much valuable space goes to waste. This is especially true of those stores that do not avail themselves of the large amount of space above the shelves that line the walls. By using this space the merchant can carry nearly a third more stock. And all that is necessary to enable a merchant to avail himself of the space over the shelving, is to provide his store with rolling step ladders. These ladders occupy practically no room at all, yet they enable the salesman to reach to any desired height and in a moment to place his hand upon some article that otherwise would have to be kept in the stock room if it were carried at all.

An especially good rolling ladder is handled by John Calander, 629-33 Jackson Street, St. Paul, Minn. The Calander ladder is mechanically and scientifically designed and made of the best materials. It rolls with surprising ease, only a slight touch being required to push it into place. It is exceptionally sturdy in construction and can never wear out or get out of order.

Another labor and space saving piece of store equipment handled by John Calander is a lace cabinet that is a marvel of simplicity, practicability and space economy. This cabinet provides for keeping a large stock of lace in perfect condition, in a very small space. It is so arranged that the customer can readily inspect the entire line in a few moments. The lace is kept on special, uniform slides upon which it is wound by a simple and efficient winding machine. Glass doors protect the stock from any dust or dirt but allow a perfect view to the customer. Interesting booklets descriptive of the rolling ladders and the lace cabinet will be sent to any address upon request.

A Six Months Supply of SHOW CARDS, PANELS, PRICE TICKETS, for Easter, Spring and Summer. Over Seventy Beautiful Designs.

Spring with that nameless pathos
in the air
Which dwells in all things fair
Spring with her golden
suns and silver air
Is with us
once agai

Air Brushed and water colored from size 3x5 to 14x22 in seven and ten colors by America's best Show Card Artists, L. O. Butcher, and W. E. Ottman, all new designs.

A merchant can secure this complete service exclusively for a very moderate outlay.

Write at once for our price list and our exclusive proposition. It will pay you.

The National Colortype Co., 1103 W. Monroe St., Chicago, Ill.

The New Guthridge Chair

Every merchant who carries women's and children's ready-to-wear apparel has had difficulty in finding a suitable fixture for displaying this class of merchandise. A handsome and very practical device for this purpose is now offered by F. M. Guthridge, 1435 Wabash avenue, Chicago. It is called the "New" Guthridge Chair, and as its name applies is a remarkable handsome chair with a tilting back that can be instantly adjusted to just the right angle to show the garment to its best advantage. It is Mr. Guthridge's contention that this is the best display fixture ever made, giving the customer the correct lines of the garment, and to this thought is due the rare excellency attained. A careful examination of the chair shows that every part has been selected and made with the utmost care. It is constructed with a precision made possible only by the highest degree of mechanical skill. One of its new features is the improved fastener used to keep the chair closed. Chairs are made in birch, mahogany finish, and quarter-sawed oak, golden oak finish. Both the golden oak and mahogany finishes are of a medium shade that harmonize nicely with any surroundings. An interesting circular concerning these chairs will be sent upon request.

A Boon to the Sign Man

The Eberhard concern, brush manufacturers, are having great success with a special flat brush for show cards, which they have perfected. This is a new departure from the rigger usually used and especially adapted for rapid one-stroke work. The advantages of this tool are numerous, which can be vouched for by cardwriters throughout the country. Particular attention is paid to the purity of the hair and scientific and practical manufacture, so that every brush is positively right for the use intended. Their latest 36 page catalogue contains many time savers in the brush line as well as other requisites for the practical and up-to-date show card man.

A 2 cent stamp addressed to Jos. F. Eberhard & Son, Inc., Dep't R, 298 Pearl Street, New York City, will put this booklet in your hands. Don't miss the opportunity to get wise to the new things in brushes.

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today
(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

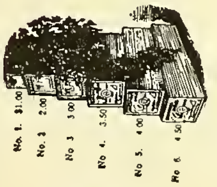
MERCHANTS RECORD
and SHOW WINDOW
431 So. Dearborn St., Chicago

Long Needle Pine

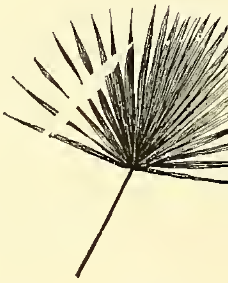
Southern Wild Smilax

FOR YOUR EASTER DISLPAYS

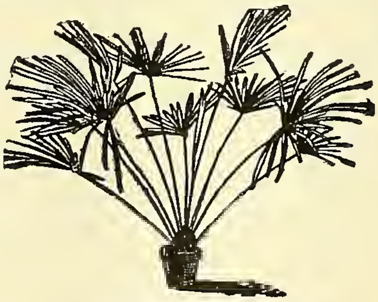
YOU can in no other way get such attractive, effective and seasonable arrangements and so inexpensively as you can by the use of my selected Palm Leaves, Smilax, Magnolia and other decorative evergreens. I am ready, as I have been ever since 1886, to furnish any of the evergreen decorations listed below, and guarantee them to be *right* and satisfactory in every particular.



Smilax



Palm Leaves



Chamaerop Palm Crown

SOUTHERN WILD SMILAX—Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh.

Case No. 1	$1.00
No. 2	2.00
No. 3	3.00
No. 4	3.50
No. 5	4.00
No. 6	4.50

MAGNOLIA FOLIAGE—The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 3	$3.00	No. 5	$4.00
No. 2	2.00	No. 4	3.50	No. 6	4.50

SOUTHERN GREY MOSS—Mighty attractive for festoons in the store and for the floor of show window. 25-lb. sack, $3.00.

CHAMAEROP PALM CROWNS—Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Doz.	Hundred
3 feet	$0.15	$1.50	$11.00
4 feet	.20	2.25	15.00
5 feet	.25	3.00	20.00
6 feet	.30	3.50	25.00
Assorted sizes		3.00	20.00

Extra large, 7 to 10 ft., 50c and $1.00 each.

LONG NEEDLE PINES—Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to experiment with, for they will sell.

	Each	Doz.	Hundred
2 feet high	$0.10	$1.00	$6.00
3 feet high	.12½	1.25	9.00
4 feet high	.15	1.50	11.00
Assorted sizes 2 to 4 feet		1.25	8.00

Extra large sizes, 5 to 6 feet, $0.50 each.

SABAL PALM LEAVES—Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Easter season? How would a great big palm leaf do? Dozen, 25c; hundred, $2.50. Special rates per thousand.

CALDWELL, The Woodsman Co. Evergreen, Ala.

"You cannot buy a thing from me I do not use myself"—Hess.

Great February Offerings In Show Card Writers' Supplies

These combination offers are good during February only, except to foreign countries excluding Canada and Mexico.

Offer Number 1

Hess' imported die-cut and embossed lithographed violet ornaments, comprising sprays of wood violets and dog-tooth violets, violets in vases and baskets, lilacs and pansies in vases—to introduce, a sample assortment of three dozen will be sent for 35c, and six retainers for Soennecken pens will be given free.

Offer Number 2

A Hess marginal ruling gauge worth 30c, in either a ¼-½-¾ or 1-inch size, one dozen Soennecken pens and six retainers for 35c.

Set of four gauges and pens, etc., 85c.

Offer Number 3

One only Hess famous copper ferrule red sable letterer, No. 2 worth 20c, one dozen Soennecken pens worth 15c and six retainers for same worth 25c: a 60c value for 40c.

Offer Number 4

Same as offer number three except a number three brush worth 35c is substituted for the number two. A 75c value for 50c.

Offer Number 5

One each number 6-8-10-12 Devoe red sable riggers, worth one dollar, two dozen Soennecken pens and twelve retainers for same, a $1.75 value for $1.25. If you question the value write Devoe & Raynolds, Chicago, and see what they will charge you.

Offer Number 6

One only No. 8 red sable letterer worth 80c, 2 dozen Soennecken pens and twelve retainers for same, a $1.75 value for 95c.

Offer Number 7

One only No. 10 red sable letterer worth $1.25, two dozen Soennecken pens, one dozen ink retainers for same and three dozen violet ornaments, a $2.40 value for $1.25. I am overstocked on these tens. It is a great value if you need or use a large brush.

Offer Number 8

Two initial panel alphabets in red and gold and 100 blank panels in gold for 25c.

All prepaid upon receipt of money order, draft or Canada or United States regular two cent postage stamps. No free samples.

Complete price list for a two cent stamp.

Soennecken pens, 15c per doz.

Soennecken pens, $1.00 per gross.

Two doz. pens and four retainers for 35c.

Soennecken double point pens, set of 8, 20c.

Leman Music-Writer gilt pens, 30c doz.

German Music-Writer pens, 30c doz.

Ink retainers for Soennecken pens, 8 for 25c.

Gilt ball point pens with reservoir attached, 25c doz.

Order the Combination Offers Nos. 1 to 8 by Number Please.

There are two reasons for the offers, viz., I want every cardwriter in the world to become familiar with my die-cut ornaments for showcard embellishment and my ruling gauge. Second, I have the highest grade copper ferrule red sable letterers carried by any dealer in the United States or Canada. You never heard of a copper ferrule brush until I advertised them in The Merchant's Record and Show Window in 1910. The maker of these brushes is furnishing other dealers with a second grade of hair at 20 per cent. less than I pay, with the same style ferrule and handle and with no distinguishing brand. I want you to try one of these brushes. If the maker refuses to brand his best quality in the ferrule on my next orders, I propose to drop the line. To any reader skeptical of this statement, I will furnish the factory representative's address where he can verify the truth of same.

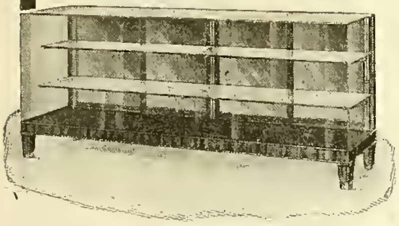
G. WALLACE HESS

1405 OLIVE AVENUE **Edgewater Station** **CHICAGO, ILL.**

Mr. Hess being a salaried employee is unable to receive friends or patrons in the day time and begs to be excused from selling supplies in Chicago. He and Mrs. Hess will, however, be pleased to entertain their friends, and patrons at their home in the evening at the above address. Telephone Edgewater 3748.

An *All Glass* Show Case

that is stronger than any show case made in the old style ordinary fashion, where wood strips and braces of various kinds are brought into use.



Time Saver SHOW CASES Are Built NOT Put Together

The **Cemented Joint Construction** used by us is the only practical method of putting together an all Plate Glass Show Case.
Your Attention is called to the accompanying illustrations, which show only two of our many designs. **Please note** the substantial, dignified appearance these all glass cases will make in your store.

Full particulars await your inquiry.

Saginaw Show Case Co., Ltd., Saginaw, W. S. Mich.

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

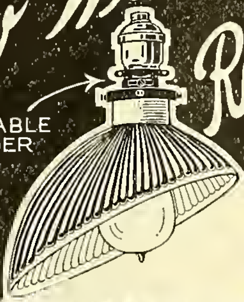
I'll teach you personally—by mail—you'll succeed. Wonderful field—for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, banners, signs etc. are used in enormous quantities. Crawford B. C., writes, **"Earned nearly $200.00 since taking course."** Parrott, Okla., says, **"Earned several times cost of course since enrolling."** Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

EARN $18 TO $35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzner, Minn., writes, **"Did job recently and got $10.00, profit $7.05.** Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
DETROIT SCHOOL OF LETTERING
DETROIT, MICH.
"Oldest and Largest School of its kind."

Have you seen this newest Show Window Reflector?



THE "PITTSBURGH" 60 WATT

ASK YOUR DEALER TO SHOW IT TO YOU

Write For Our New Booklet Which Tells You How To Solve Your Lighting Problems

Pittsburgh Reflector and Illuminating Co.
PITTSBURGH, PA.
Chicago Representative
FREDERICK A. WATKINS 565 W. Washington Street, Chicago

It is easy to finish

UPSON PROCESSED BOARD

because it has the most perfect painting surface of any decorative board. Saves both time and money—and we will prove it if you say so.

THE UPSON COMPANY, Lockport, N. Y.

Attractive Spring Designs

Send For New Spring Circular

No. 2576, Trillium Maiden Hair Fern Vine, 42 inches long, 2 blossoms, and 1 bud, natural colorings.
Dozen **$5.00**

No. 1077. Apple Blossom Vines. 36 inches long, 12 blossoms, 12 leaves, delicate spring shades.
Dozen **$0.75** Gross **$7.50**

No. 5009, Jacque Rose Vine, 36 inches long, 6 roses, 12 waxed leaves.
Doz. **$1.50** Gross **$18.00**

No. 2530, Carnation and Maiden Hair Fern Vine, 42 inches long, 6 pink carnations, full foliage
Dozen............ **$5.00**

No. 2529

All vines and sprays machine wound, and can not fall apart.

No. 2529, Carnation and Maiden Hair Fern Spray, 6 buds, 8 carnations, size 20x18, carnation, pink.
Each **$0.50** Dozen **$5.00**

Complete outfits for decorating Store Windows, $2.00 - $3.00. Write us and learn more about them.

Chicago Artificial Flower Co.

4813-15 N. 40th Ave.,
CHICAGO

Be Sure You Get the New Decorations for Easter and Spring

RUSCUS is our leader in the newer decorations for the coming season. We import in immense quantities direct from Italy. All of our Ruscus is selected stock and of the very highest quality obtainable. Preserved by our own special process that retains all the natural form of leaf and rich lustrous colors.

COLORS. We are prepared to furnish Ruscus in twenty-five different colors. For **Easter and Spring** we have the pure white, beautiful shades of **Purple** and **Lavender,** also delicate variegated shades and blendings of rich effective colors.

BASKETS

Our factory can make any design furnished. Hanging baskets of endless variety. Baskets in pedestal form and effect, any size, all shapes in rattan, willow, bamboo and other ornamental materials.

WIRE GOODS

Let our wire factory furnish you designs and prices on anything that can be formed from wire. We are turning out many unique and attractive designs in wire, including imitation automobiles, etc.

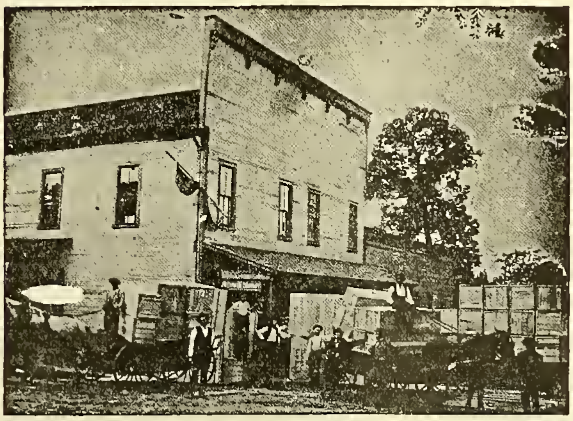
WINDOW DECORATORS AND MERCHANTS *are invited to call at our salesrooms when in the city. Please ask for our Mr. Frank Johnson who will be glad to show you many new and interesting decorative materials.*

A. L. RANDALL CO., Manufacturers and Importers **66 E. Randolph St., Chicago, Ill.**

For Your Spring Display Use

Carter's Famous Greens

and you will be more than pleased with the many clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.



Prompt service, lower prices and better goods—that's why the demand for **Carter's** Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Low Express Rates.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.
Case No. 1 contains 600 sq. ft., weight 50 lbs., Price, **$450**
Case No. 2 contains 400 sq. ft., weight 30 lbs., Price, **$3.50**
Case No. 3 contains 300 sq. ft., weight 25 lbs., Price, **$3.00**
Case No. 4 contains 200 sq. ft., weight 20 lbs., Price, **$2.00**

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz.	**$1.50**
Per 100	**$8.00**
Chamaerop Palm Crowns	Per doz. **$2.00**
Chamaerop Palm Leaves	Per 100 **$2.50**
Sabal Palm Leaves, the large kind	Per 100 **$2.50**

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, free from trash or sticks; per sack of 15 lbs **$2.00**

Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft **$4.00**

Laurel Festooning, Heavy Grade, 5c Per Yard

GEO. M. CARTER :: EVERGREEN, ALA.

COMPO BOARD

For

Show Window Backgrounds

SHOWING COMPO-BOARD PANELS IN WINDOW BACKGROUND

TO THOSE FEW who happen to be unfamiliar with *Compo-Board,* we wish to describe it briefly as follows: "*Compo-Board* is manufactured all 4 feet wide, ¼ of an inch thick, and from 1 to 18 feet in length. *Compo-Board*, as its name implies, is a Composition Board. It has three principal parts; its surfaces of heavy paper, the wooded core and the cement. The cement is of very great strength, and the slats thorougly dried and put in indiscriminately as to grain, which prevents warping. The whole, after the parts are assembled, being subjected to very heavy pressure and intense heat, makes a smooth, straight sheet of very great strength."

Compo-Board is an exceedingly useful material for constructing show window backgrounds for either permanent or temporary use. *Compo-Board* is excellent for making pedestals, columns, window dividers and has a great variety of other uses.

Compo-Board is surprisingly strong, although comparatively thin. It passes the Boards of Underwriters as being fireproof. *Compo-Board* will not warp, not split and is most efficient for scroll work or any odd designs desired. *Compo-Board* lends itself to the use of paints, wallfinishes, and decorative wall papers. If you have not seen *Compo-Board* we shall be glad to mail a sample on request.

Northwestern Compo-Board Co., 1404 Lyndale Ave., No.
Minneapolis, Minn.

Easter & Spring Decorations

Let Us Convince You

We are headquarters for all decorative flowers, vines and foilage of every description.

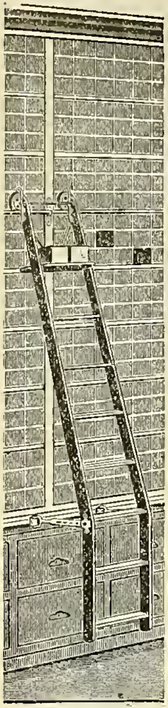
Get your goods direct from the Manufacturer and Importer.

We do not issue a catalogue. When not in New York let us know your wants, we will mail you original samples.

Large Paper Easter Lilies for Decorations $10.00 Per 1000

L. SCHNEIDER

6 East Second Street **NEW YORK**



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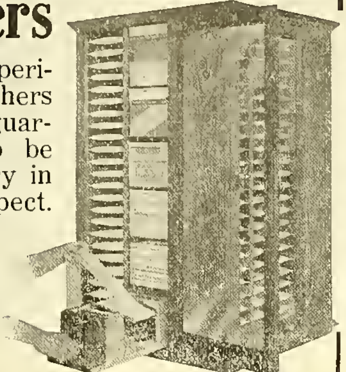


Milbradt Rolling Ladders

are far superior to all others and are guaranteed to be satisfactory in every respect.

Every ladder **made to order** and to fit all kinds of high shelving. Ready to hang on track when you receive them.

GLENWOOD LACE CABINET

Displays your laces, embroideries and dress trimmings to the best advantage. Keeps them all neat and clean.

WINDING DEVICE FOR LACES

as shown in illustration above saves time and work. **Cabinet** revolves with ease on a circular foot.

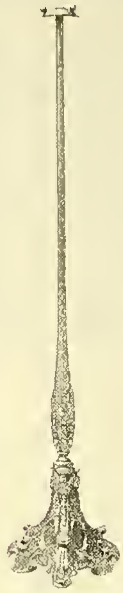
WRITE FOR CATALOGS

Manufactnred by

JOHN CALANDER

630 Jackson Street **ST. PAUL, MINN.**

Trade Winners



No. 100

Colonial Millinery Hat Stands 24 to 60 in. high $36.00 per doz F. O. B Baltimore. Colonial Pedestals to match Hat Stand. Height 24 in. with 9 in. top.

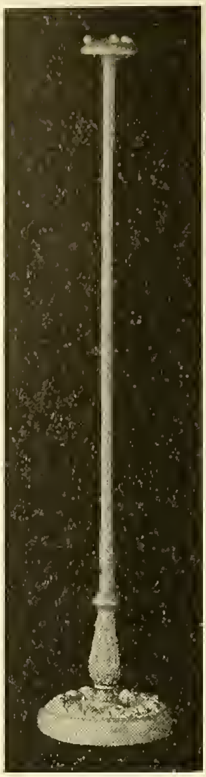
No. 100 Photo in Base.
200 Cast Head in Base.
400 Floral Design in Base.
Detachable Bases.

No. 113 Shoe Stand to match; Artistic Hat Stand 12 to 36 in. high. $42.00 per doz. F. O. B. Baltimore.

All stands are finished in Higbest Quality Gold Bronze.

They are genuine business getters, enabling you to make a rich and artistic display and give your stock the appearance of the highest valuation, always the desirable thing to do.

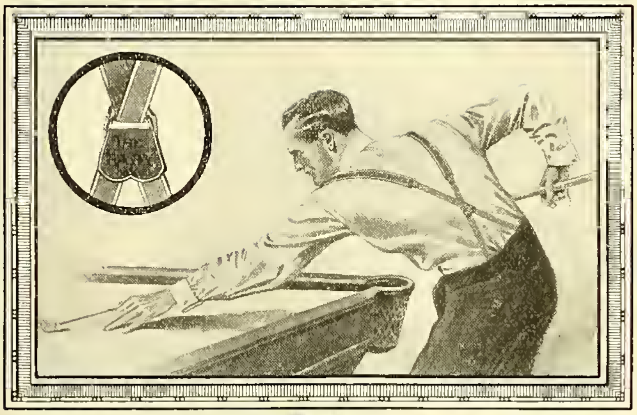
Our Specialty:
Millinery
Hat Stands

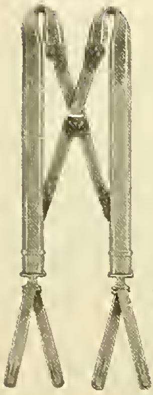


No. 123

Artistic Hat Stand for Millinery and Men's Hat Display. 12 to 45 in. high $36.00 per doz. F. O. B. Baltimore.

High Art Fixture Co.
222 N. Gay St. :: Baltimore, Md.





The KADY SUSPENDER

THIS is the favorite suspender with the man of action. It permits freedom of movement. The straps slide over the rollers in response to every motion of the body and shoulders. No undue wear or tear on suspender or buttons.

It's the Double Crown Roller

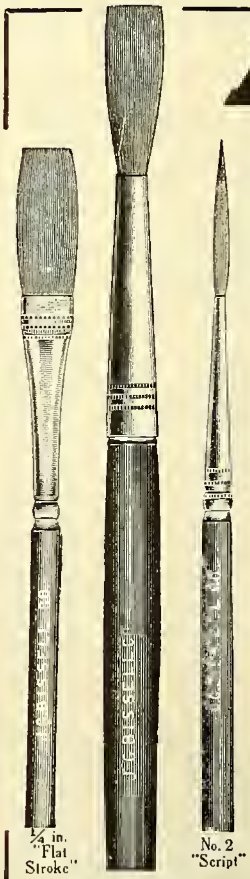
An unbeatable device. Largely copied but never rivaled. It's too simple and too strongly protected by patent to be duplicated.

It pays to sell the KADY—because men come back next time for another. It's easy to sell—because it's so plainly the best.

The Midget Pad Garters. Each pair guaranteed. Extra comfortable. Long wearing. Wide variety of colors. Retails at 25c. To Dealers $2.00 a dozen.

We furnish selling aids free; attractive cards and store signs. Write and ask us. Tho Kady retails at 50c and 75c. Prices to the trade, $4.00 and $4.25 a dozen.

THE OHIO
SUSPENDER CO.
Mansfield, Ohio.



¼ in. "Flat Stroke"

No. 11 "Show Card"

No. 2 "Script"

Bissell's

GENUINE RED SABLE

Show Card Brushes

in three popular styles.

They represent the best that skill, money and experience can produce. If we charged you twice as much we could not give you better material or workmanship. We believe you will eventually use **Bissell's Brushes**—why not order a set today? We guarantee them.

We have arranged the following sets for your convenience at a special price:

SET No. 1—Red Sable, "Flat Stroke," 5 sizes—¼, 5/16, ⅜, ½, ⅝ in. - - - - - - - - - *$4.00*
SET No. 2—Red Sable, "Flat Stroke," 3 sizes, ¼, ⅜, ⅝ in. *2.45*
SET No. 3—Red Sable "Show Card," 12 sizes, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 - - - - *8.00*
SET No. 4—Red Sable "Show Card," 6 sizes—2, 4, 6, 8, 10, 12 *1.30*
SET No. 5—Red Sable, "Script," 6 sizes—1. 2 3, 4, 5, 6 - - - *1.25*

Send for Our Brush Pamphlet

It will assist you in making your own selection. Remember—we guarantee every brush.

J. G. Bissell Company
49 Barclay Street, New York

Manufacturers of BISSELL's (satin finish) Show Card Colors

DISPLAY FIXTURES

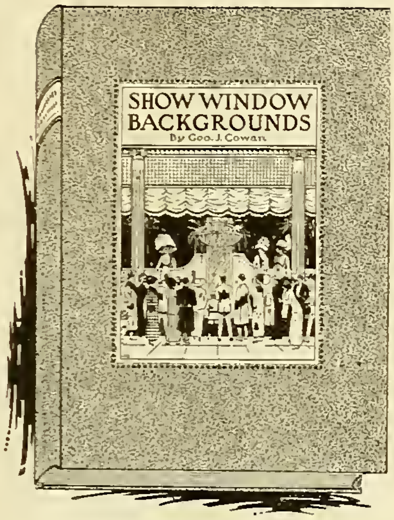
**LATEST AND BEST DESIGNS
OF ALL KINDS OF FIXTURES**

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

**Factory at
43 East 8th Street**

**Office and Display Rooms
738 Broadway, NEW YORK**



New Window Trimming Book

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

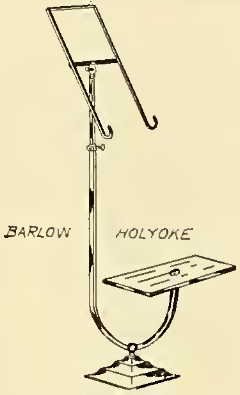
The following is partial list of contents.

2 New Year's Windows.
8 White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations.
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds,

and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in colors.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50. Send your order in today to

Book Dept. **Merchants Record and Show Window**
431 So. Dearborn Street, Chicago



No. 2117

BARLOW FIXTURES

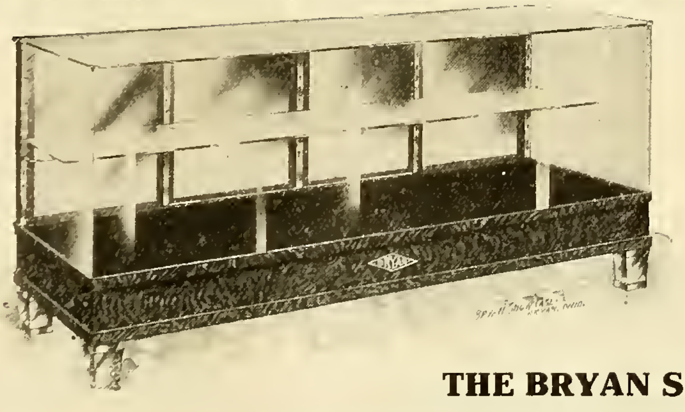
For the Best Display

Send for Catalog No. 9
Just Out

The Barlow Company
79-B Race Street
HOLYOKE, MASS.

"FIRST HANDS" in PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialities and souvenirs. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 222 S. Market St., Chicago; 120 big pages; illustrated; $2 a year; 20c a copy, mail or at news-stands. No free copies.



A CASE OF GLASS IS HARD TO PASS

More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes—the construction is perfect.

You will find our catalogue interesting

THE BRYAN SHOW CASE CO., :: Bryan, Ohio

Publications of

THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of **$3.50.**

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of **$2.50.**

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A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of **$1.50.**

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Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. **Only one book at reduced price with each yearly subscription. NOTE**—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

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(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the porfolio desired must be requested with order accompanied by remittance of $2.00.

STORE STOOLS | OIL CLOTH RACKS

Store Display Fixtures

BRYAN NOVELTY MFG. CO., Bryan, Ohio

Do you use an Air Brush?

FLOWEASY Waterproof AIR BRUSH INK

for show cards and signs. The only kind of ink to use in your air brush, all colors. 60c per pint. Air brush stencils in full sheets, half sheets and quarter sheets; 50c, 35c, 25c. Send for color sheet.

D. L. SHENKER

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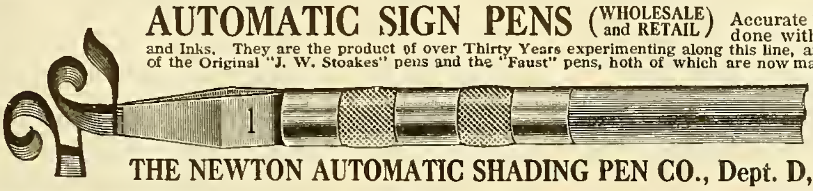
Over 50 different sizes and styles in MARKING, SHADING, PLAIN, SPECIAL and BORDER PENS for all practical SHOW CARD WORK, LETTERING, ETC.

AUTOMATIC SIGN PENS (WHOLESALE and RETAIL)

Accurate lettering is easily and rapidly done with our reliable Automatic Pens and Inks. They are the product of over Thirty Years experimenting along this line, and combine the desirable features of the Original "J. W. Stoakes" pens and the "Faust" pens, both of which are now manufactured by us. Our factory is equipped with Modern Machinery, which is operated by Skilled Mechanics. All goods are inspected before leaving the factory.



NEW COMPLETE CATALOG FREE.

THE NEWTON AUTOMATIC SHADING PEN CO., Dept. D, Pontiac, Mich., U. S. A.

Let Us Assist You in Your Spring Window Decoration

We mount all our Flowers and Branches giving them a natural appearance and at the same time assisting the window trimmer.

AMERICAN WILD ROSE

We Manufacture Everything in Flowers

Fireproofed

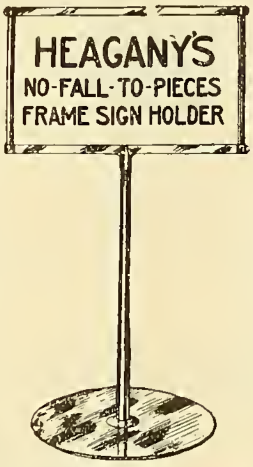
Write for Catalog

Favorite Spring Flowers.
2 Shades;
Pink, Yellow, White.

Gustave Schroeder 1524 PROSPECT AVE. CLEVELAND, OHIO

Manufacturer of Flowers and Vines

You Need Sign Holders to Sell Your Spring Goods



No. 82A

Our No. 82A is the best value that has ever been offered in the way of a Frame Sign Holder.

It is strong and handsome and will last a lifetime.

Thousands are being sold every month and are giving perfect satisfaction. Every one is guaranteed.

Holds a sign 7x11 inches, or ⅛ sheet. Has a flat, round base. 12, 15 and 18 inches high.

Nickeled or Oxidized, per dozen.......... **$6.50**

We make every size and kind of sign holder that is practicable. We also specialize on counter stands of all kinds and our guarantee goes with every fixture we turn out.

Send for our latest catalog of good fixtures at the lowest prices

THE D. J. HEAGANY MFG. CO.

Successors to D. J. HEAGANY

557 W. Jackson Boulevard CHICAGO, ILL.

IMITATION ALL SIZES

GRASS RUGS

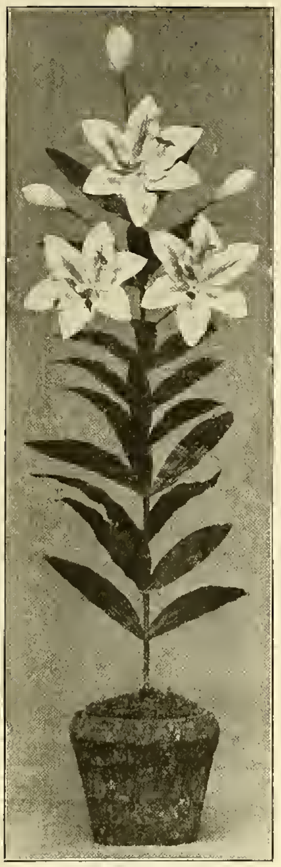
Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street NEW YORK

Adjustable Window Reflector for Show Windows.

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

AMERICAN REFLECTOR & LIGHTING CO. 517 Jackson Boulevard, CHICAGO



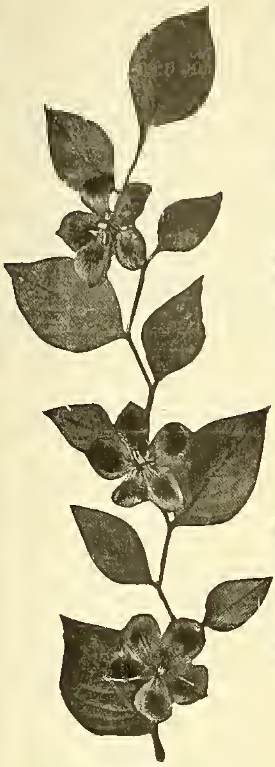
No. 5212

36 inches high, of 3 large beautifully veined lilies and buds.

Each	$0.75
Dozen	7.50

With Papier Mache Pot.

Each	$0.85
Dozen	8.50

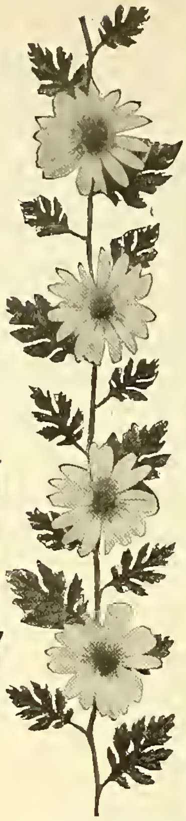


No. 316

CLEMATIS VINE.

In pink, purple or white.

Per dozen	$ 1.25
Per gross	12.50

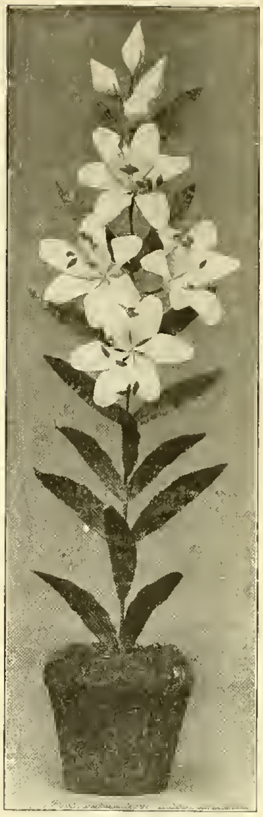


No. 378.

DAISY VINE.

4 large beautiful sateen flowers, yellow or brown centers, 15 muslin leaves.

Doz. yds.	$ 2.25
Gross yds.	22.50



No. 5211.

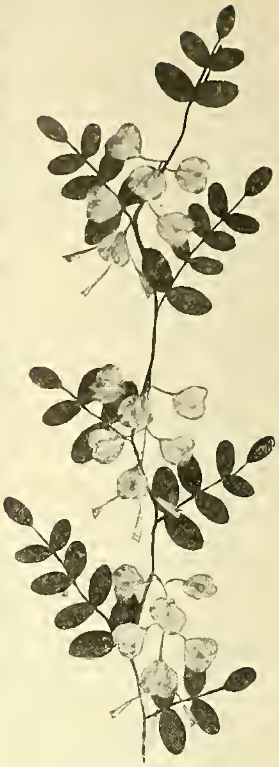
LILY STALK.

30-in., of fine sateen lilies and buds.

Each	$0.50
Dozen	5.00

With Papier Mache Pot.

Each	$0 60
Dozen	6.00



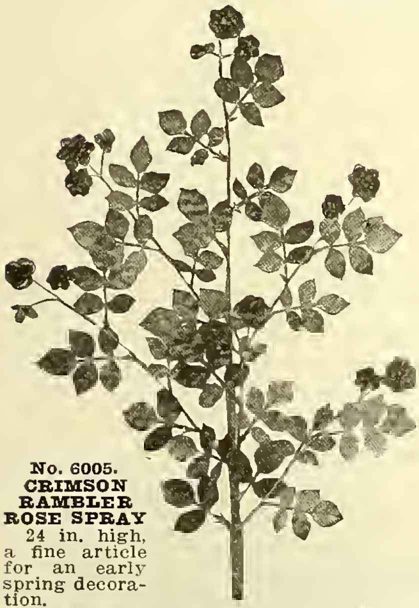
No. 320a.

WISTARIA VINES.

Can be had in any color.

Dozen yards	$ 2.50
Gross yards	25.00

Write for Our New Spring Catalog in Colors

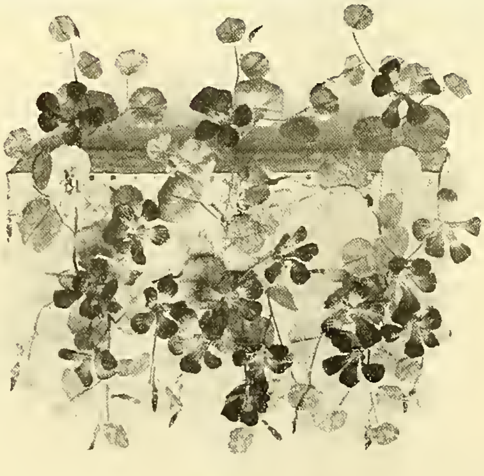


No. 6005.

CRIMSON RAMBLER ROSE SPRAY

24 in. high, a fine article for an early spring decoration.

Dozen sprays	$ 4.20
Gross	42.00



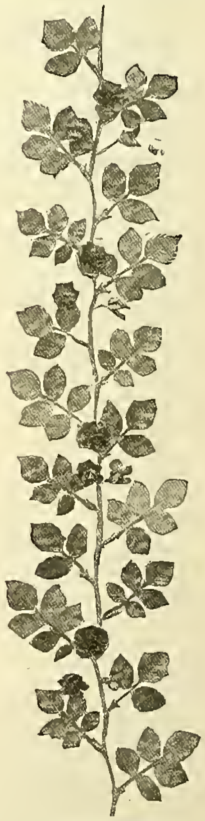
No. 1601.

Birch bark covered box 24 inches long filled with Velvet Nasturtiums and Ivy Vines.

Each	$2.50

These boxes may also be used conveniently for interior decorations on ledges, etc. May be had in any length.

Per running foot	$1.25



No. 376.

CRIMSON RAMBLER ROSE VINE.

18 leaves, 4 clusters of flowers, red, white, tea or pink.

Doz. yds.	$ 3.50
Gross yds.	35.00

L. BAUMANN & CO., **LARGEST IMPORTERS AND MANUFACTURERS**

357-359 W. Chicago Ave., - - - Chicago, Ill.

OUR COMPLETE DECORATIONS

such as filled flower boxes, large trees, hanging baskets, etc., are a great help to you and saving of labor on your part. You can now buy your decorations ready to place in your window.

Remember to get in touch with us at once, so that you can be sure of delivery on your spring and Easter decorations.

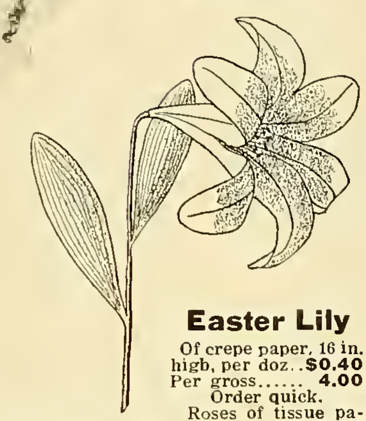
WRITE US TO-DAY.

This Rambler Rose Tree

will make a complete decoration for any Spring Opening window. The tree is 54 inches high, the trunk being of papier mache, painted in natural colors. The base is flat, so that you can stand it any place in the window. Beautiful pink blossoms and dainty green leaves. Complete tree, ready to place in window, only

$9.00

Paper Flowers

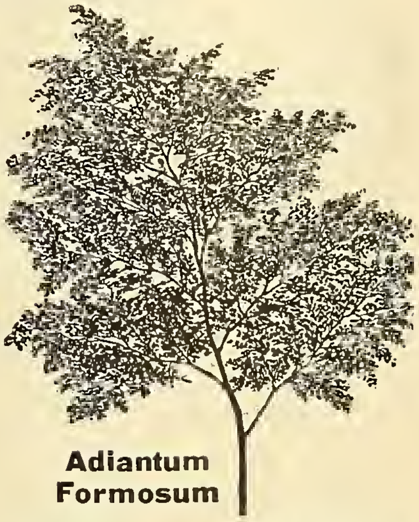


Easter Lily

Of crepe paper, 16 in. high, per doz.	**$0.40**
Per gross	**4.00**

Order quick.

Roses of tissue paper, any color, per doz.	**$0.40**
Per Gross	**4.00**
Roses of crepe paper, all colors—Per dozen, **65c**; per gross	**6.50**
Carnations, pink, red or white—Per gross	**1,25**
Poppies, large size, any color—Per doz. **45c**; per gross	**4,50**
Snowballs, large size—Per doz. **45c**; per gross	**4,50**
Tulips of crepe paper, any color—Per doz. **35c**; per gross	**3,50**



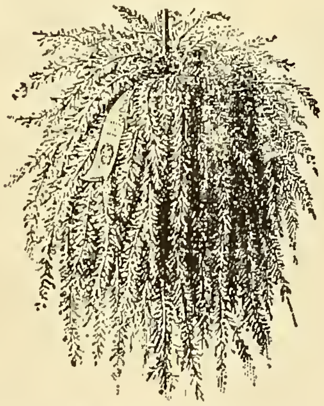
Adiantum Formosum

A beautiful large fern leaf transparent green natural preserved. Useful for all kinds of decorative purposes, especially for ferneries. In original packages of 25

	Per 25	Per 100
In plain green	**$1.50**	**$5.00**
In plain red	**2.00**	**7.00**
In autumn colors	**1.75**	**6.00**

This Flower Box

is another one of the new decorations we ship ready to place in the window or on the background. It is designed for Easter and Spring windows. The box is 24 inches long and covered with natural birch bark and filled with beautiful velvet geraniums and finest Ivy vines. Cost complete, **$2.50.**



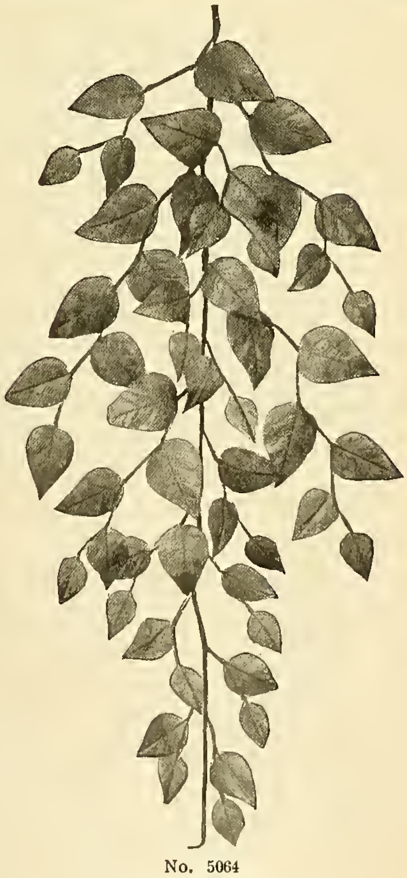
Seamoss or Japanese Air Plant

The natural seamoss preserved in all its beauty. A most wonderful article.

Packed 100 in box.

Regular size bunches,
Per 100.. **$4.50.** Per 1000, **$42.50**

Extra large bunches,
Per 100.. **$7.00.** Per 1000 **$65.00**



No. 5064

Lilac Spray

In natural green foliage, 38 inches long

Each	**$ 0.45**
Dozen	**4.50**
Gross	**45.00**

Any kind of blossom may be twisted into this leaf branch and easily removed after use.

L. BAUMANN & CO., LARGEST IMPORTERS AND MANUFACTURERS
357-359 West Chicago Avenue. CHICAGO, ILL.

The Standard Air Brush of the World

The Fountain Air Brush

Model "A"
Price $20.00

The Original Pencil Shaped Air Brush.

Every Show Card Writer should have an **Air Brush.** Why not the best? The Fountain Air Brush has stood the test of years. There are now over 20,000 in use. The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the model "E." Price, $12.00.

Send for Catalog M-79 (just issued) new prices.

THAYER & CHANDLER, 735-739 W. Jackson Blvd., CHICAGO

1913 Catalog Now Ready For YOU

Bigger, brighter and more vitally important than ever to every sign painter and card writer in "signdom."

Write for your FREE copy TODAY.
A postal will do.

DAILY
OF DAYTON

New Brushes and Supplies

The "Perfect Stroke" family has been increased and invigorated by many new lines of brushes and supplies. All backed by my rock-ribbed guarantee.

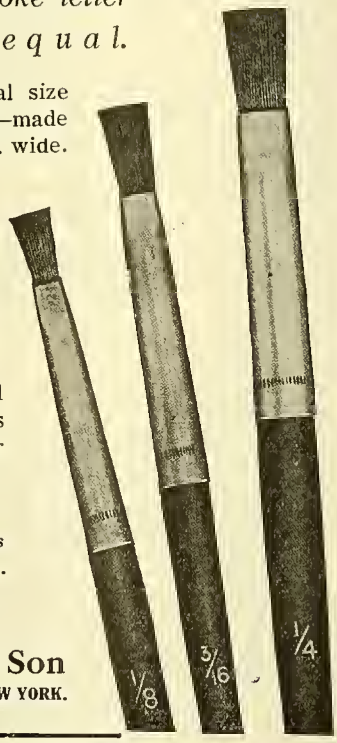
Write for catalog FREE

BERT L. DAILY
Department E-2 :: :: DAYTON, OHIO

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send 4c in stamps for our Catalogue. Now ready.

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.

Spring and Easter Display Cards

Lilies, chickens and other Easter designs; landscapes, flowers and panels for Spring. 10 ply, ready-to-letter, all sizes, from **$1.75 to $4.00 the doz.**

Easter stencils, ready-to-cut, 40c to $1.00.
Other designs from 20c to $2.00 each.

L. O. Butcher & Bro.
675 W. Madison Street, CHICAGO, ILL.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. **THEY ARE ABSOLUTELY PERFECT.** Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors,	*$4.00*
Sample Order, c. o. d., 7 half-pints, different colors	*2.25*

ROBERT HOSKIN, Manufacturer
625 Greenwich St. NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

HELP WANTED

WANTED—Window trimmers everywhere to act as our agents. One in each city. Big commissions. Send for big free book of Window Trims. Polay & Co., Medinah Bldg., Chicago.

WANTED—A first-class window-trimmer, interior decorator and card writer for department store work, must be strictly up to date in every particular; position permanent for the right party; salary, $25.00 to $30.00 per week. Address, Kratze Bros., Escanaba, Mich.

WANTED—Window Trimmer in each city to take the agency for well-known line of display fixtures. We furnish samples and pay liberal commission. Address Box 193, care of Merchants Record and Show Window.

WANTED—In a town in Louisiana, an ambitious and competent window trimmer and card writer, who is experienced in the shoe business and can assist in handling trade when not otherwise occupied. Must be strictly sober and of good character. Give reference and specimen of sign work with application. Address Box 195, care of Merchants Record and Show Window.

POSITION WANTED

POSITION WANTED—An experienced young man desires position as cardwriter and decorator with progressive store where first-class work is desired and appreciated. Can furnish A-1 references. Address Box 194, care of Merchants Record and Show Window.

POSITION WANTED—Expert window trimmer, card writer, high-class, original, wishes position with firm in California. Ten years' experience; age 30. Best references. Samples of work on request. Address Box 326, Santa Rosa, California.

FOR SALE, ETC.

FOR SALE—Typewriters—Standard Year Guarantee. $10 down and $5 per month. Monarch, two, $55. Underwood, four, $50. Smith Premier, $50. Remington, $55. Oliver, three, $40. L. C. Smith, two, $50. Oliver No. 5, $50. Royal, $40. Others from $10 up. Send for List "G". Typewriter Supply Co., 207 W. Fourth St., Canton, Ohio.

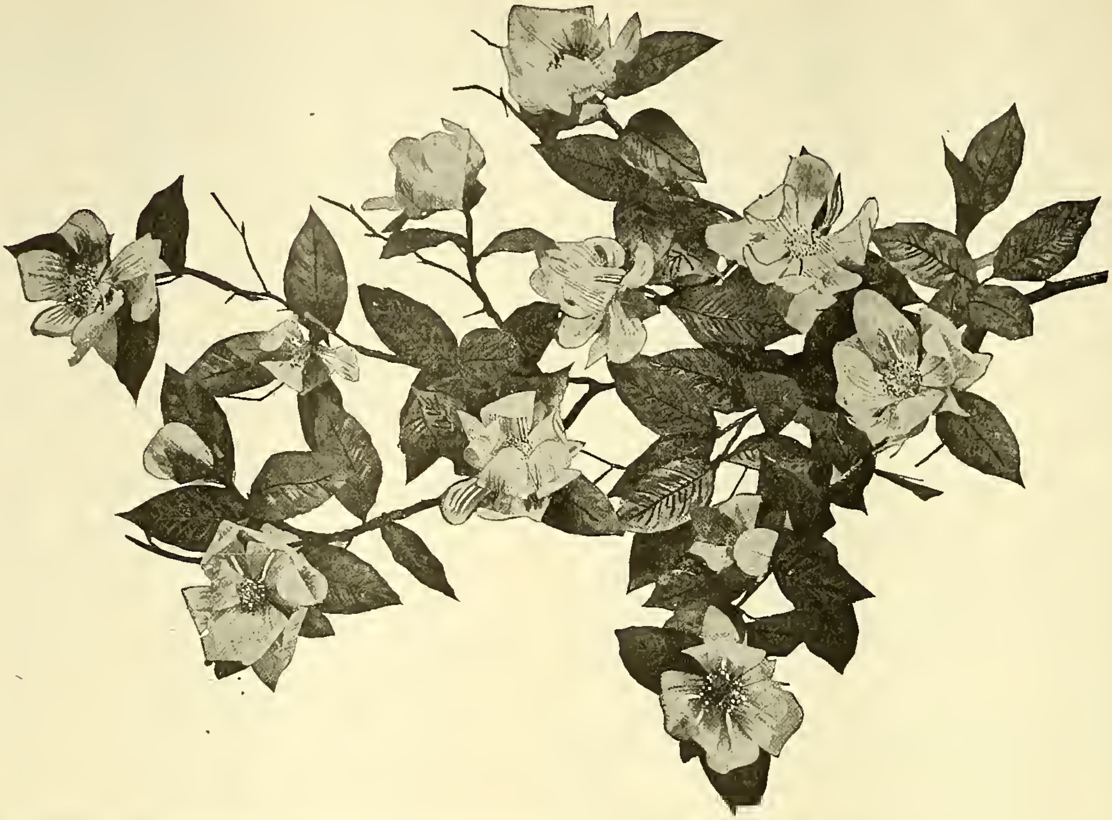
WANTED—Sign and show card writers to send for a monthly circular, quoting lowest prices on supplies. R. D. Cassmore, 72 Bradstreet Ave., Revere, Mass.

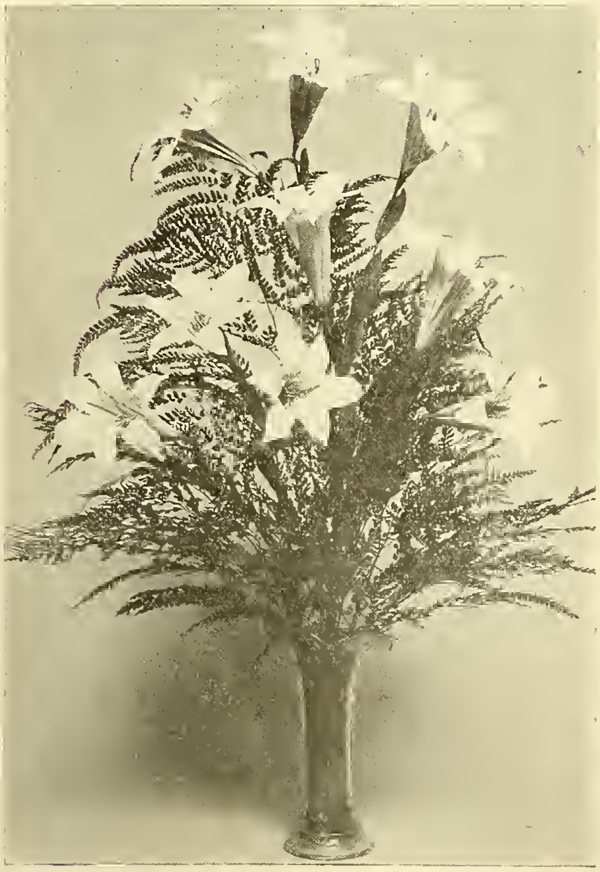
AN OPPORTUNITY

Just what many merchants are looking for, to establish a first-class department store in a thriving city of 3,000 population in Southern Minnesota; on the main street is a building that has been used for 30 years as a drygoods and clothing store. The partners have both died and the business closed out. Building can be secured at a low rental for a term of years. For full particulars address, Henry W. Morgan, Lake City, Minn.

Index to Advertisers.

"Air Brush Designs"	00
American Lithographic Co.	68
American Decorating Co.	12
American Luxfer Prism Co.	6
American Reflector and Lighting Co.	81
American Rug Company	81
Annual Prize Contest	00
"Art of Decorating"	80-85
Baily Reflector Co.	70
Balwin J. L., & Co. (Cash & Pkg. Carriers)	1
Barlow Company	79
Baumann & Co., L.	82-83
Beaven, E. A.	8
Beaver Companies, The	10
Bicycle Stepladder Co.	6
Bissell Co., J. G.	78
Bodine & Black	67
Botanical Decorating Co.	13-14-15
Bryan Novelty Mfg. Co.	81
Bryan Show Case Co.	79
Butcher, L. O.	84
Calander, John	78
Caldwell, The Woodsman	72
"Cardwriter's Charts"	80
Carter, Geo. M.	76
Chicago Artificial Flower Co.	75
Crystal Fixture Co.	4
Curtis-Leger Fixture Co.	Back cover
Daily, Bert L.	84
Deco Mfg. Co.	4
Detroit School of Lettering	74
Detroit Show Case Co.	63
Eberhard, Joseph F., & Son	84
Economist Training School	61
"Faust's Complete Cardwriter"	00
Feldman, L. A., Fixture Co.	79
Grand Rapids Show Case Co.	65
Guthridge, F. M.	69
Hardware Window Dressing	80
Heagany, D. J., Mfg. Co.	81
Hess, G. Wallace	73
High Art Fixture Co.	78
Hoskin, Robert	84
Illinois Show Case Works	7
Interchangeable Fixtures Co.	11
International Correspondence Schools	24
Johns-Manville H. W. Co.	Inside front cover
Koester School, The	59
Lamson Co.	7
Lyons, Hugh, & Co.	5
Merchants Display Fixture Co.	12
Milbradt Mfg. Co.	16
National Cash Register Co.	57
National Colortype Co.	71
Netschert Co., Frank	86-87-88-89
Newton Automatic Shading Pen Co.	81
Northwestern Compo-Board Co.	77
Norwich Nickel & Brass Co	Inside front cover
Novelty News	79
Ohio Suspender Co.	78
Onken Co., Oscar	9
Paasche Air Brush Co.	67
Palmenberg's, J. R., Sons	63
Pittsburgh Reflector & Illuminating Co.	74
Piqua Bracket Co.	6
Polay Fixture Service	12
Quincy Show Case Works	10
Randall, A. L., Co.	76
Reflector & Hardware Specialty Mfg. Co.	16
Saginaw Show Case Co., Ltd	74
"Sales Plans"	80
Schack Artificial Flower Co.	17-18-19-20-21-22-23
Schneider, L.	77
Schroeder, Gustave	81
Shenker, D. L.	81
"Show Window Backgrounds"	79
"Store Management," Complete	00
"Strong's Book of Designs"	00
Thayer & Chandler	84
Upson Co.	74
Wants, For Sale, etc.	85
Watkins, Frederick A.	74
Welch Mfg. Co.	3
Wilmarth Show Case Co.	2
Winter, M., Lumber Co.	16





No. 4081. EASTER LILY BOUQUET

For prices see above

No. 4077B, Magnolia Branch

No. 4077B, 24x48 inches, of fire proof sateen Magnolia flowers and muslin leaves, each branch	**$2.00**
No. 4446, Magnolia flowers of sateen, one full bloom, one half open and one bud to a bunch, per gross bunches	**$9.00**
No. 4469, Magnolia Leaves per gross	**1.00**

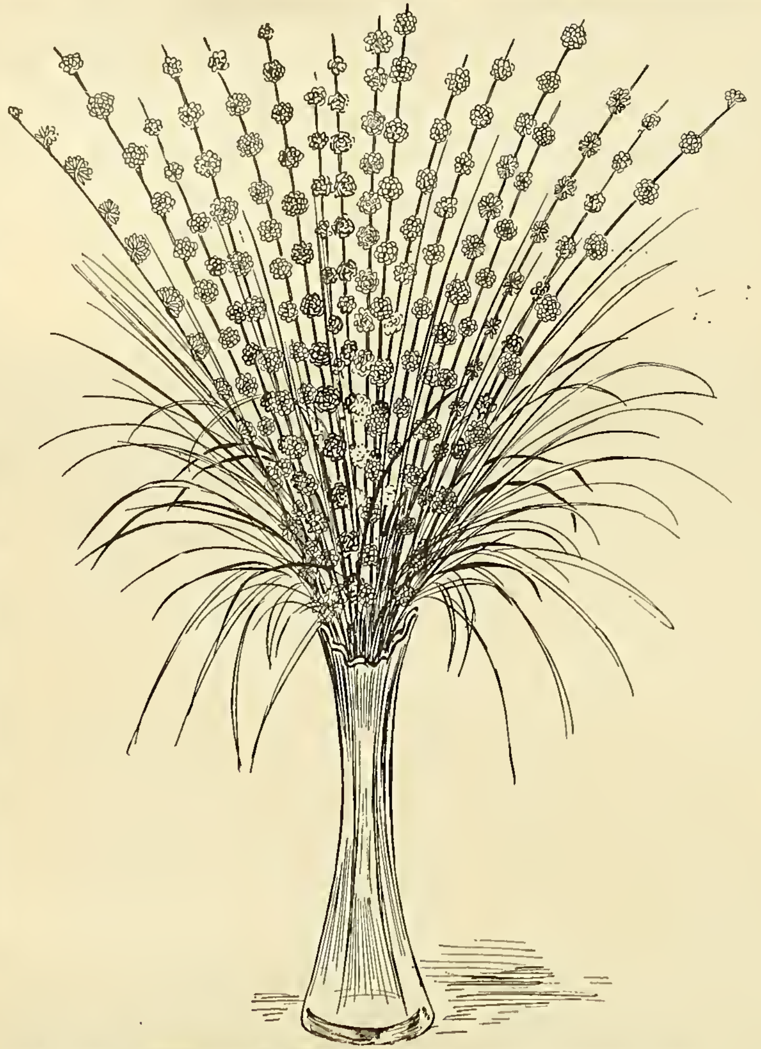
No. 4081, Easter Lily Bouquet

Consisting of French crepe paper lilies and Adiantum Ferns. This bouquet is very handsome and showy, 30 inches in height, each	**$ 1.50**
Per Dozen	**30.00**
No. 3524A, Easter Lily Sprays, stem and foliage, of crepe paper, 24 inches long, per dozen	**$ 0.70**
Per 100	**5.00**
Per 1000	**45.00**
No. 4524, Easter Lily Spray of crepe paper, 13 inches long, short stem, without foliage Per dozen	**$ 0.35**
Per 100	**2.50**
Per 1000	**22.50**

Ask for our catalog No. 4000 illustrated in colors

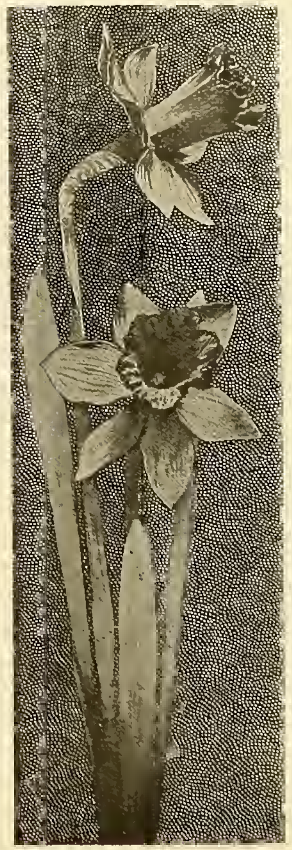
Frank Netschert Co.

39 Barclay Street
New York City



No. 4736. Immortelle Bush, cut representing 2 bushes, 28 inches high, with red, yellow or pink flowers, each. . . . .**50c.**

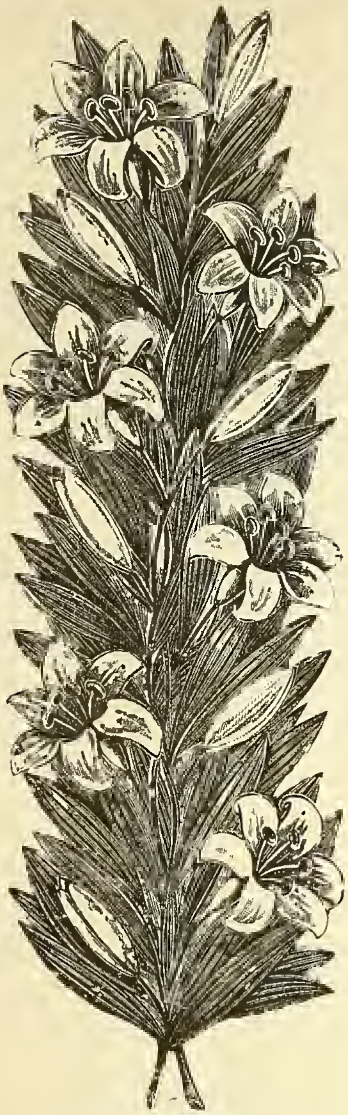
No. 4036. Gladiola Stalks. Cut represents 3 stalks, each stalk. **50c.**



No. 4561A. Daffodil Spray, cut representing 2 sprays, each spray. . . . . **25c.**

Ask For Our Illustrated Spring Catalogue, No. 4000

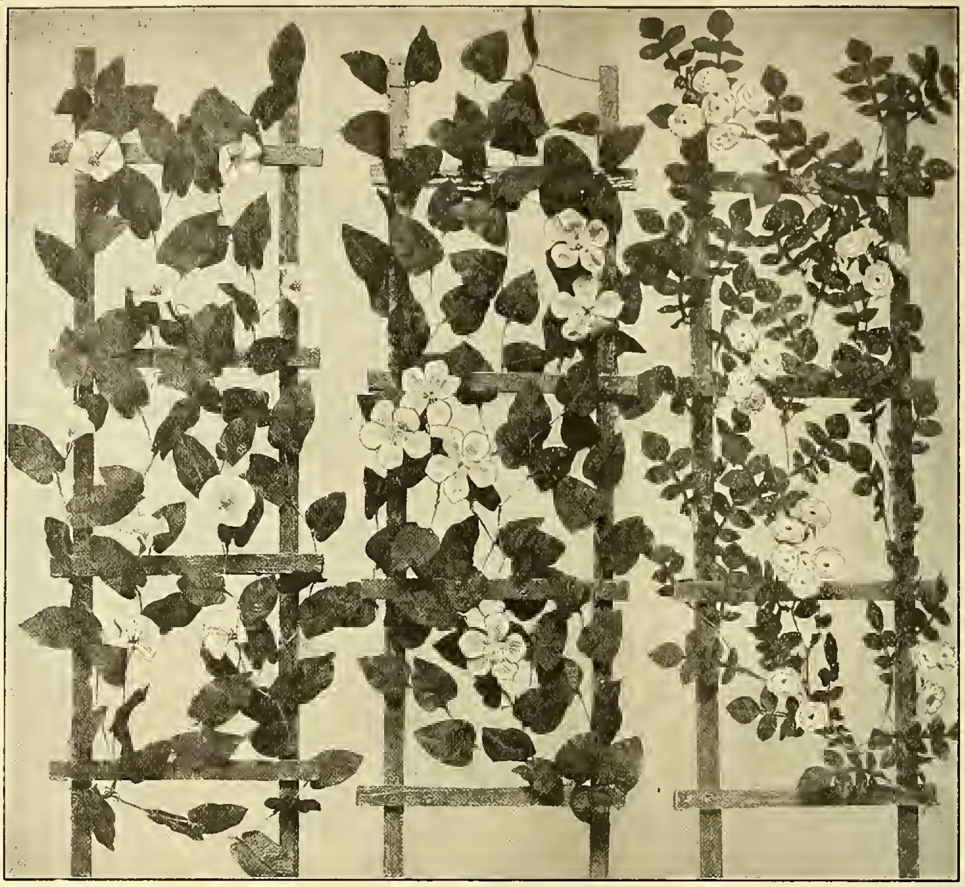
FRANK NETSCHERT COMPANY, New York 39 Barclay Street,



LILY GARLAND

No. 4989 Lily garland of 3 St. Joseph Lilies and buds and 24 French Lily leaves, per doz. yards.....**$3.00**

Cut representing 2 yards.



LATTICE FRAMES

No. 4976 Morning Glory Lattice, complete, per yard..................**$1.50**

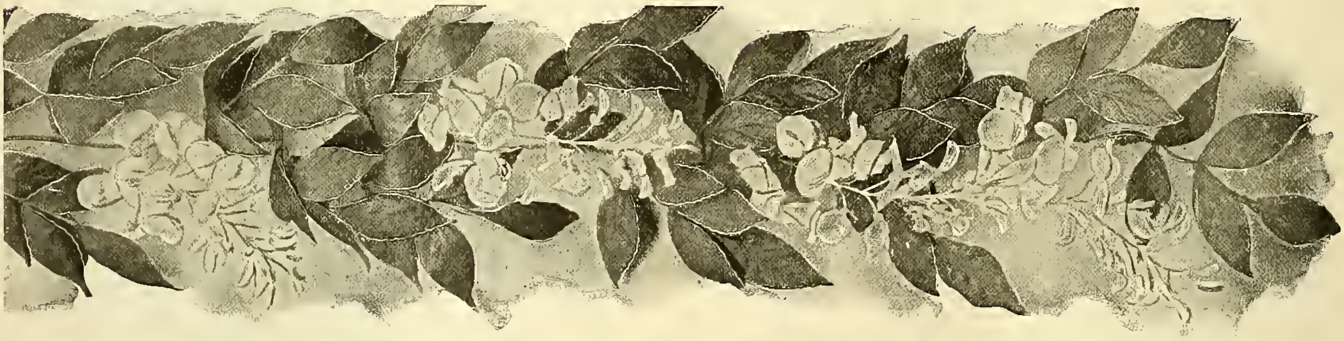
No. 4983 Morning Glory Vine, 4 flowers and 12 fireproof muslin leaves to each yard, per doz. yards ..**$2.50**

No. 4977 Clematis Lattice, complete per yard..................**$1.50**

No. 4981 Clematis Vine, 3 flowers and 12 fireproof muslin leaves to a yard, per dozen yards.........**$2.00**

No. 4978 Rambler Rose Lattice, complete per yard..................**$1.50**

No. 4958A Rambler Vine 6 rambler roses and 18 fireproof muslin leaves to a yard, per doz. yards...**$3.00**



No. 4977 With 3 extra fine Wistaria flowers and 12 large fireproof muslin leaves as illustrated per yard..................**70c**

No. 4996 With 6 large fireproof muslin leaves to a yard, per doz. yards..................**$3.00**

These leaf vines are used for large decorations and the flowers are bought separately.

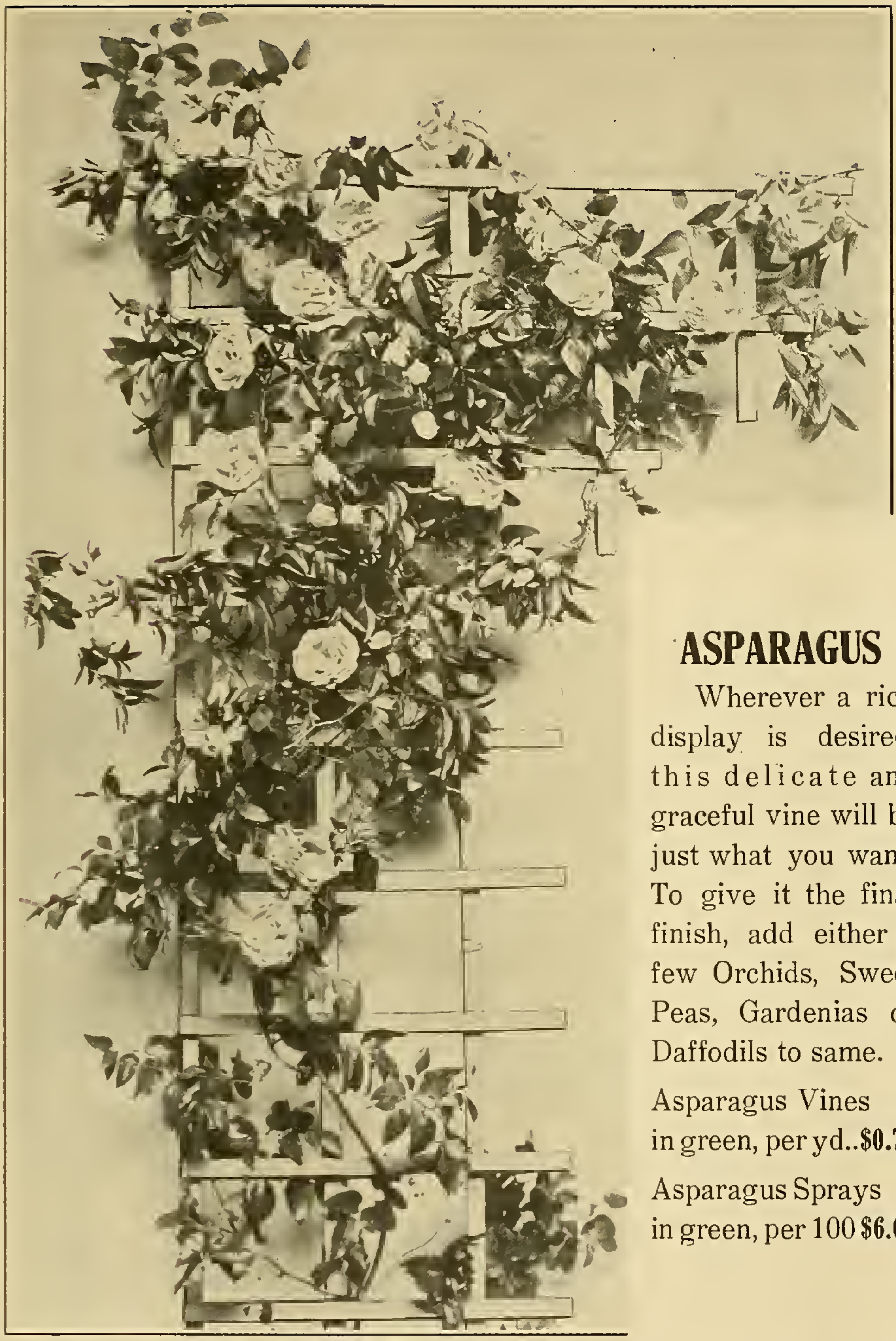
ASK FOR OUR CATALOGUE No. 4000 ILLUSTRATED IN COLORS

WISTERIA FLOWERS GROSS GOODS

No. 4495 Per gross...**$3.00** **No. 4496** Per gross...**$6.00** **No. 4498K** Per dozen.**$1.00** **No. 4498N** Per dozen.**$1.50**

FRANK NETSCHERT CO., 39 Barclay St., NEW YORK

Manufacturers and Importers of Artificial and Natural Prepared Plants, etc.



ASPARAGUS

Wherever a rich display is desired, this delicate and graceful vine will be just what you want. To give it the final finish, add either a few Orchids, Sweet Peas, Gardenias or Daffodils to same.

Asparagus Vines in green, per yd..**$0.75**

Asparagus Sprays in green, per 100 **$6.00**

NATURAL PREPARED
ASPARAGUS VINES

No. 4250 Smilax Trellis. White or green lattice decorated with natural prepared fireproof Florida Smilax, in white, green, pink, helio, lavender or yellow color, trimmed with daffodils, wistarias, cherry or apple blossoms, lillies, dogwood, ramblers, etc. 3 feet long, 4 feet high, complete..**$3.00**
or special sizes to order.

F No. 4271T Transparent, fireproof Florida Smilax, in any color, 5 yd. lengths; each length......**$1.25**

FRANK NETSCHERT CO., 39 Barclay St., NEW YORK

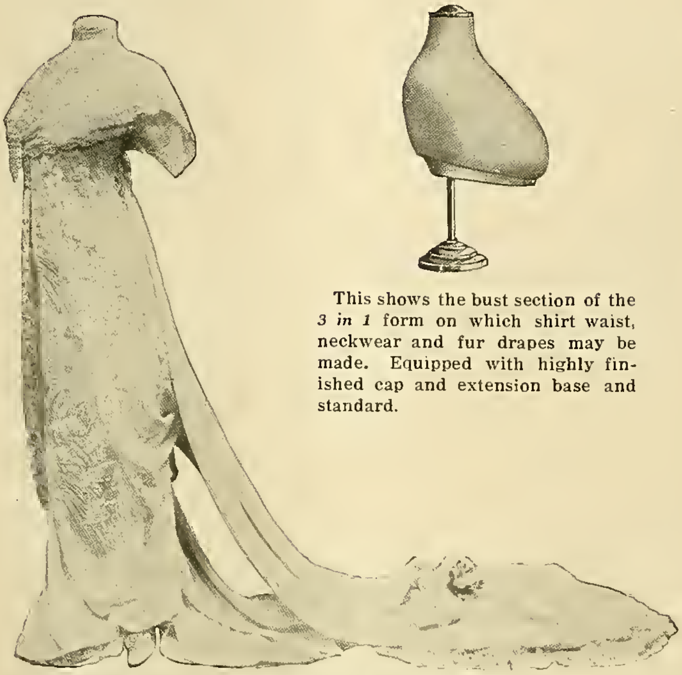
Manufacturer and Importer of Artificial and Natural Prepared Plants, Etc.

New Original Unique

The Koerber 3 in 1 Draping Form

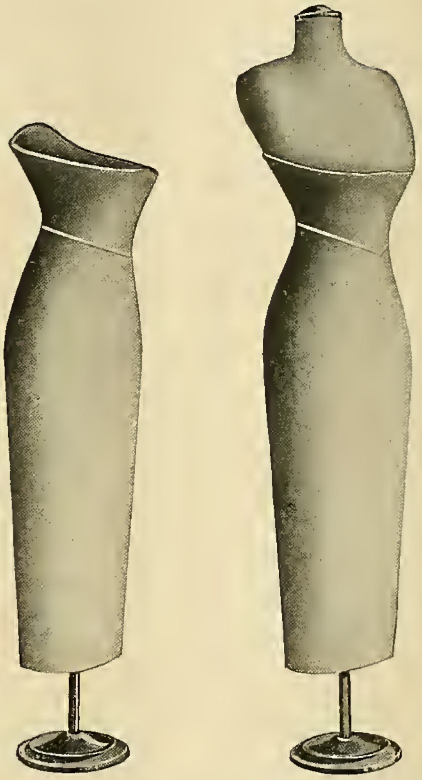
3 Forms at the Price of One

Complete $7.00



This shows the bust section of the *3 in 1* form on which shirt waist, neckwear and fur drapes may be made. Equipped with highly finished cap and extension base and standard.

This illustration clearly shows the effectiveness of the Koerber 3 in 1 form when draped, and a more economical form was never produced. It is entirely covered with white jersey and is mounted upon a black japanned base and extension standard.



The lower section makes a perfect low bust and skirt draping form, and when the bust and lower sections are fitted together and fastened by means of special clasps, you have a perfect full form with long graceful lines as shown in right hand illustration.

Get Our 1913 Catalog!

This book contains 288 pages of "up-to-the-minute" display equipment for showing every kind of merchandise. Don't delay. A post card request will bring it to you.

CURTIS-LEGER FIXTURE CO.

C L F

237 Jackson Boulevard - - CHICAGO

MERCHANTS RECORD and SHOW WINDOW

Easter 1913

No. 707

As Your Windows Are So Is Your Store Judged

That first glance given to your window means a possible customer—gained or lost. It's the first impression that counts. A clean, well dressed window will attract, hold the attention, and sell more goods, with the least expense, of any advertisement you can find.

Norwich Fixtures

Give you the foundation, the rest is up to you.

Send for a Catalog today.

The Norwich Nickel and Brass Co.
NORWICH, CONNECTICUT
SALESROOMS

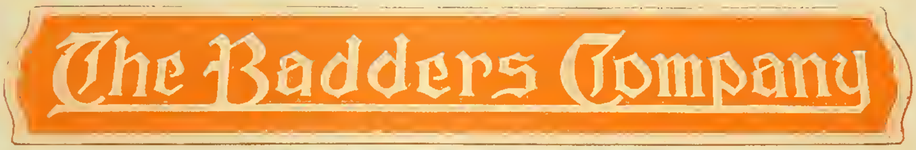
New York
712 Broadway

Boston
26 Kingston Street

A MATTHEWS BRONZE WINDOW SIGN WILL ADVERTISE YOUR GOODS and YOUR LOCATION

You can make your window display distinctly your own and enhance the selling value of your merchandise by placing in your window one of our Bronze Window Signs.

The Matthews new style Bronze window signs are made of solid bronze, raised letters, or with special trade mark lettering like the window sign illustrated.



Size of This Sign 20 in. Long by 3½ in. High

These signs are in demand among leading merchants because they require no polishing and when placed in the window do not interfere with the goods displayed. They lend an added tone of quality to the merchandise you display and make your firm name more prominent in your window.

You can buy Matthews Bronze Window Signs as low as $7.50 up to $20. Get in touch with us today and we will promptly forward full particulars.

JAS. H. MATTHEWS & CO.,
Established 1850

3946 Forbes Street
Pittsburgh, Penna.

Here are a few of the leading merchants who use Matthews Window Signs : : : : :

Chicago, Ill.
Rothschild & Company.
Capper & Capper
Maurice L. Rothschild
Mitchell & Mitchell
Washington Shirt Co.
Almer Coe & Co.
Jerrems, The Tailor.
A. Starr Best.
Siegel Cooper & Co.
Mossler Company.

Milwaukee, Wis.
Gimbel Brothers.
T. A. Chapman Co.

Louisville, Ky.
Crutcher & Starks.
Julius Sapinsky.

Memphis, Tenn.
B. Lowenstein & Bros. Inc.
J. Goldsmith & Sons Co.

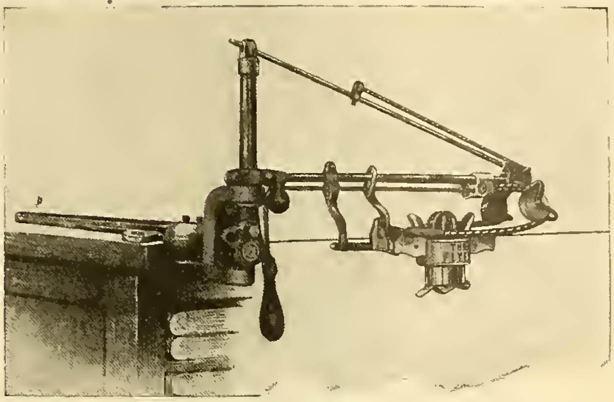
Topeka, Kansas.
The Badders Company.

Kansas City, Mo.
Rothschild & Sons.
Berkson Bros.

Des Moines, Iowa.
Harris Emery Co.
Kimball Hat Co.
Goldman Cohacker Co.
W. L. White Shoe Co.

Lincoln, Nebraska.
Mayer Bros. Co.
Armstrong Clothing Go.

You Will Want to Improve Your Store Service



Which means the services of an expert will be valuable to you. By filling out the coupon below you can obtain the services of an expert free of cost, and at the same time get posted regarding the best carrier to install in your particular store.

No. 1—J. M. Carroll & Co., Chicago
No. 2—Andrew S. Thomas, Chicago
No. 3—Marshall Field & Co., Chicago

Up-to-date Stores Using
Baldwin's Cash and Package Systems

The Baldwin Flyer Cash and Package Carriers could not be improved from the mechanical end—so we have so improved their looks and the method of installation that they can be installed without the use of old-fashioned braces and guy-wires.

Mr. James L. Baldwin will personally superintend and plan your installation thus assuring you that your carrier problems will be solved right. There is a great advantage to you in dealing personally with one of the greatest carrier experts in the country. It is this personal attention by Mr. Baldwin and his experts that contributes so much to the very wonderful success of this business. It also assures you a perfect transmission service.

Give **us** a chance before you decide. Put your problem up to

James L. Baldwin Carrier Co.

352 W. Madison Street, Chicago

SAN FRANCISCO OFFICE
Room 125 Hansford Block

LOUISVILLE KY., OFFICE
1409 Inter-Southern Bldg.

PLEASE USE THIS COUPON—CUT HERE

JAMES L. BALDWIN CARRIER CO., Date__________
352 W. Madison St., Chicago, Ill.

Please send me your catalog and also suggest to me how I can improve my Cash System. The size of my store is______ft. by______ft. I am now using

____

Give here number of stations of cash or package carriers or cash registers

I carry the following lines of goods__________

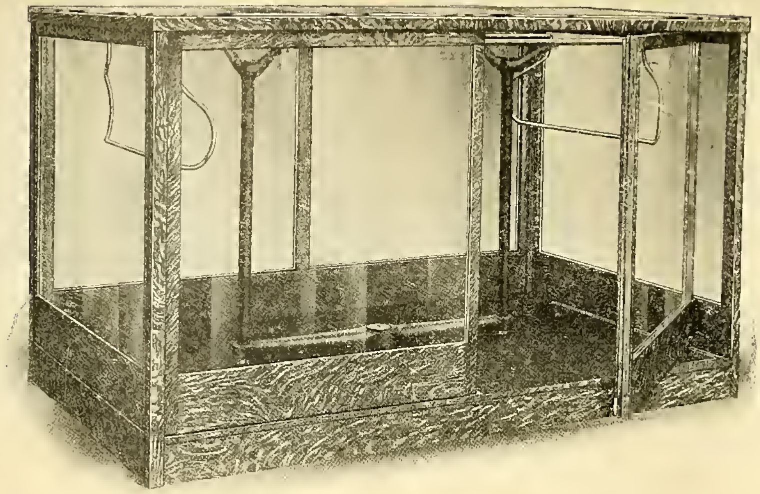
____

I am interested in

☐ Package Carriers
☐ Cash Carriers
☐ Up-Shoot Carriers
☐ Over-Shoot Carriers
☐ Curved-Line Carriers
☐ Lift Carriers

Yours truly,

Name__________
Town__________
State__________



Showing Door Half Receded—Requires No Aisle Space When Open

This *Improved* Welch Clothing Cabinet

displays each garment so prominently that the customers can almost wait upon themselves—*makes selling easier*

And by opening the noiseless, disappearing, "hingeless" doors and revolving the smooth-running ball-bearing fixture all the garments are brought right out in front of the customer. They are not wrinkled or dusty but in perfect condition, being hung on specially constructed hangers in an absolutely dust-proof "glass" cabinet and are presented in a most inviting manner. This way of handling a suit adds to its attractiveness. The entire operation requires but a fraction of a minute and the customer is given quick, satisfactory service. It saves time and saves labor.

This Improved Welch Cabinet is the ideal cabinet for *your* store. It will not only improve the appearance of your store and almost double its capacity but enables you to give your customers the kind of service that even the most critical will appreciate.

In construction and design it represents the absolute perfection of the most approved methods—made to meet the requirements of the progressive merchant, large or small.

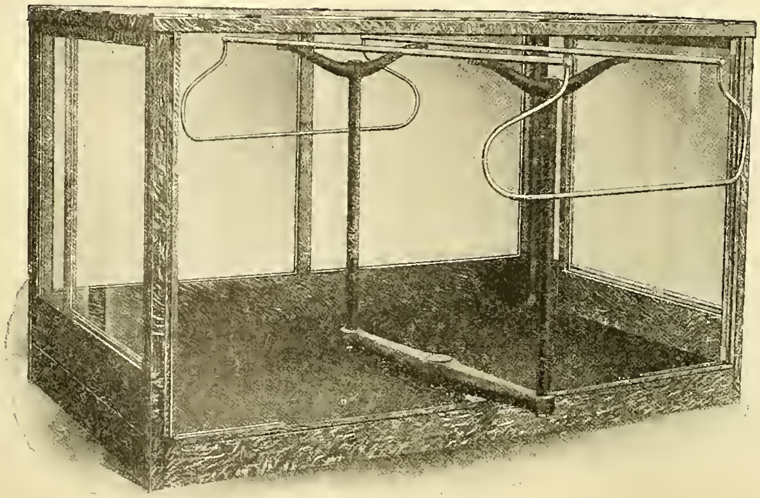
Yours for the asking—a *new book,* full of practical store equipment ideas.

WELCH MANUFACTURING COMPANY, Grand Rapids, Mich.

Chicago Office: 233 W. Jackson Boulevard
New York Offce: 732 Broadway

Boston Office: 21 Columbia Street
Pittsburgh Office: 406 House Building
San Francisco Office: 1109 Mission St.

Minneapolis Office: 100 Kasota Building
St. Louis Office: 1118 Washington Avenue

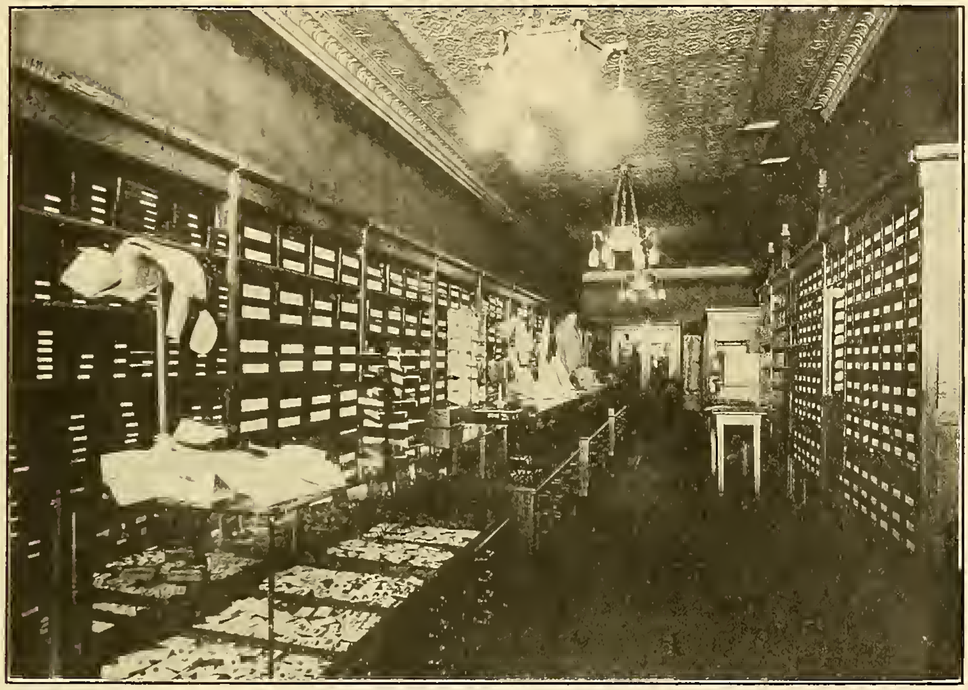


Showing Both Doors Receded and Rack Half Revolved

The New Wilmarth Fixtures

THE CASE WITH A CONSCIENCE

for Shirts, Collars, Neckwear, Underwear and other men's furnishing goods mark another step in the development of modern merchandising methods



These new fixtures, built along the lines of the Unit Equipment idea, will prove invaluable to the merchant.

We are building a very complete line of this class of work and are prepared to equip a modern and up-to-date furnishing goods store complete in every detail.

Our designing service will prove of great value to any merchant, contemplating new equipment.

It is at your service—free.

Wilmarth Show Case Co.

GRAND RAPIDS, :: :: :: :: MICHIGAN

Crystal Fixtures

Why have Mandel Bros., Chicago, installed them throughout their new palatial department store, not only for window display purposes but also for counter fixtures?

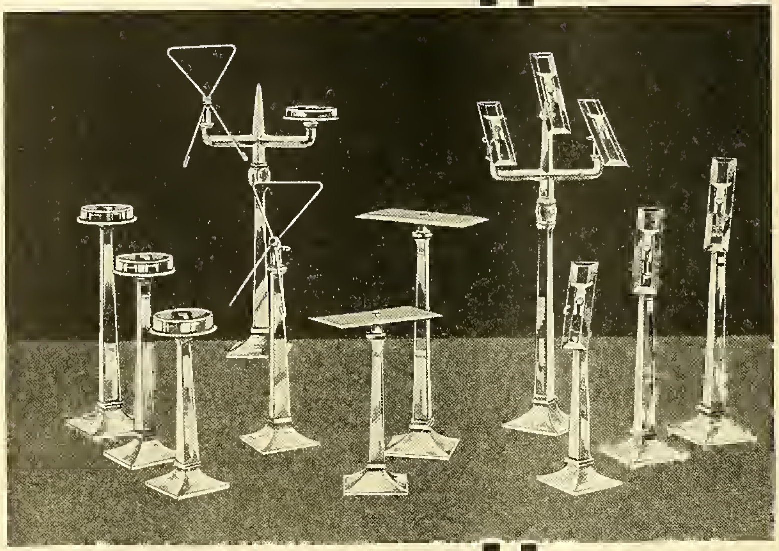
Why have D. B. Fisk & Co., Chicago, given us an order for twenty dozen of them during the past month to use in their new wholesale millinery quarters?

They are Made for Every Purpose

Why have The T. Eaton Co., of Toronto, Canada, adopted them?

Why did MacDonald & Campbell, the leading haberdashers of Philadelphia, Pa., order them?

Why have a few hundred more up-to-date merchants in all parts of the United States and Canada installed them?



The Only Logical Answer

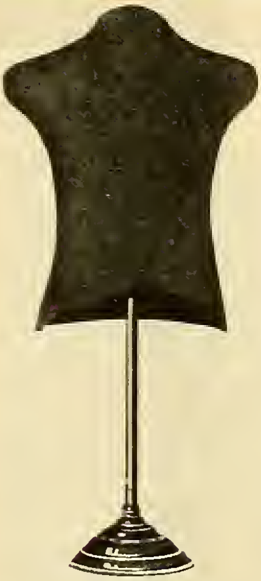
is "because Crystal Fixtures are the real article."

Our catalog is ready to mail at your request

All Parts Interchangeable

Crystal Fixture Co.

614 W. Adams Street
CHICAGO



No. 484
Men's Coat Form

This is our idea of what a man's coat form should be for displays of shirts, collars and ties, coat and vest without the neckpiece protruding above the collar. Correct in shape and made with long or regular length hips.

Attention of Fixture Buyers

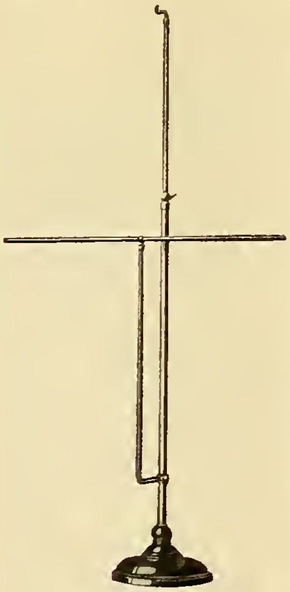
You men, who have been connected with the substantial retail establishments of this country, whether as proprietor, manager, superintendent or window decorator, know that the name Hugh Lyons stands for quality in store equipment.

"Your money's worth and a little more" is the slogan that has been bestowed upon this house by the experienced buyers of this country.

Those of you who have not yet dealt with us, are urgently requested to send us your names for our mailing list. We want you to have our catalogues and other literature for it is by comparison that we get and hold customers.

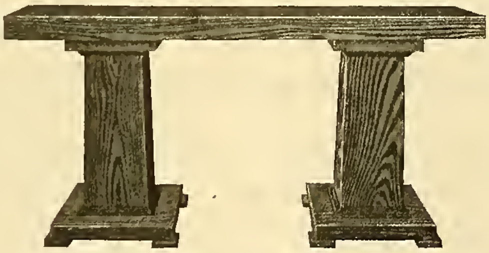
No. 469—Costume Form

Finest quality wax figure mounted on papier mache body and skirt. Adjustable and fitted with new tilting device.



No. 728—Suit Displayer

Made with an 8 inch base, ⅝ inch extension standard, also skirt bracket with a sliding coupling that holds the rod connecting the T-top.

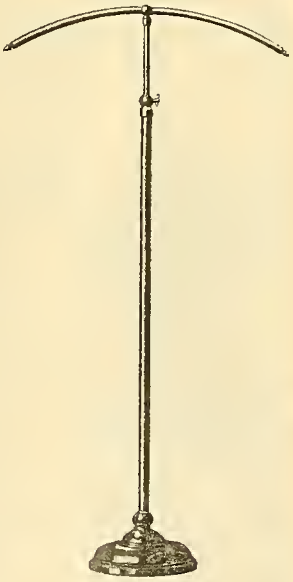


No. 1623—Pedestal and Slab

Pedestal is made 12 or 18 inches high with 8x8 inch square top. Standard 5½x5½ inches, square and slab 10 inches wide by 2 inches thick, 42 inches in length.

We have illustrated herewith only a few of the hundreds of numbers manufactured and distributed by this house. Send for our latest catalogues and supplements.

We Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Window Dividers, Store Stools, Clothing Cabinets, Triplicate Mirrors, Floor Cases, Wall Cases, Outside Show Cases, etc.



No. 373
Garment Display Form

Made for the effective display of one-piece gowns in all sizes.

Hugh Lyons and Company, Lansing, Mich.

New York Salesroom, 686 Broadway
Chicago Salesroom, 313 Jackson Blvd.

Luxfer Prism Transoms

10¢ STORE
H. KNOX & CO.

—used in the majority of Modern Store Fronts

Luxfer Prisms Transoms are as necessary a part of a store equipment as the store window. Not *only* because they are ornamental and distinctive in appearance—not *only* because they cost comparatively little to install and never require attention—not *only* because most modern store fronts are being equipped with them! *But also because they represent the only logical method of getting MORE DAYLIGHT into stores than ordinary conditions permit,* thereby reducing artificial light bills.

There are Luxfer Prism Products for daylighting every part of the store. Consider it a duty to your business to write for a copy of our book: "Luxfer Daylighting."

AMERICAN **Luxfer Prism** COMPANY

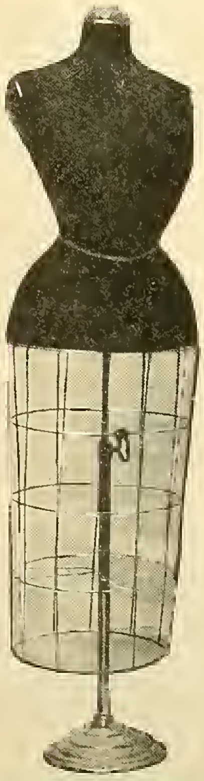
Chicago, Heyworth Bldg.
Boston, 49 Federal Street
Cleveland, 419-20 Citizens' Bldg.
Duluth, 106 W. Michigan Street

Indianapolis, 7 East Market
Kansas City, 948 N. Y. Life Bldg.
Milwaukee, Stroh Bldg.
New York, 507 West Broadway

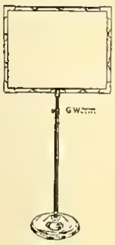
New Orleans, 904 Hennen Bldg.
Philadelphia, 411 Walnut Street
Rochester, 38 Exchange Street
St. Paul, 615 Ryan Bldg.

Minneapolis, 506 Andrus Bldg.
Dallas, Builders' Exchange
San Francisco, 445-47 Turk Street
Los Angeles, 928 S. Main Street

Everyone Claims to Have the Newest, the Latest, the Best, Etc., in Fixtures—

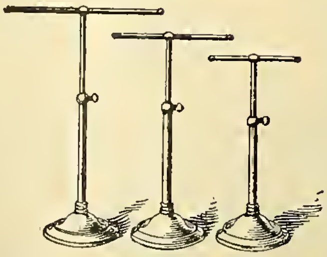


But, *without exaggeration here is a firm that is right up to the minute in the production of store fixtures.*



Our equipment and facilities are the best obtainable. Our new factory is a model in every respect. Every machine is of the most improved pattern for turning out fine work.

Our business is conducted by young men of experience, energy and initiative, who are alive to the wants and requirements of present day merchants and window decorators.



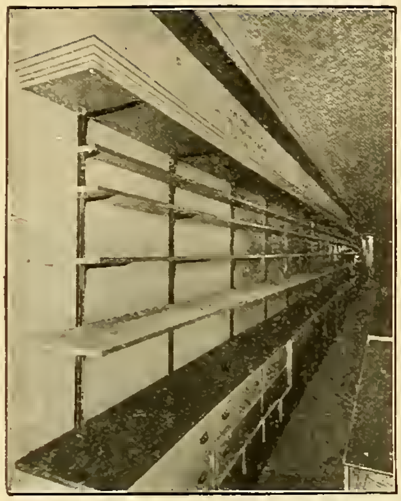
We produce and sell to the best trade of this entire country, Metal Display Fixtures of every kind and description, Papier Mache Forms, Wax Heads and Figures, etc., etc.

Send for latest catalogues and prices.

Great Western Fixture Co. 133 So. Fifth Ave.
Chicago, Ill.

Do You Want More Room?

Baine's Brackets in providing more shelf room allow for increased floor-space and added appearance all around.



30% More Shelf Room

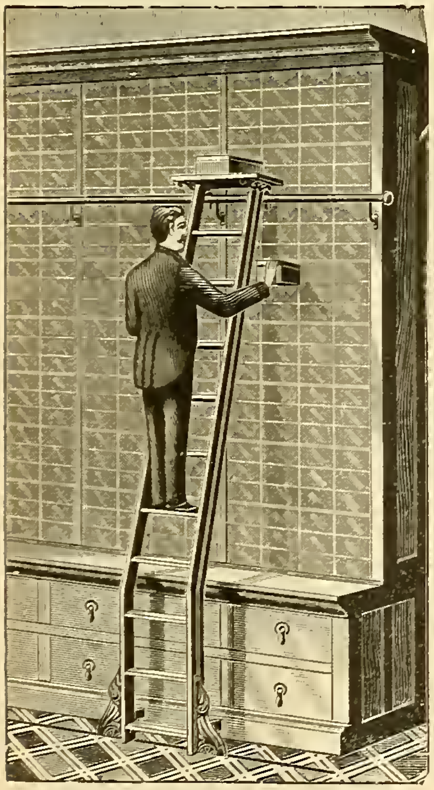
100% Added Appearance

Baine's Adjustable Shelf Brackets

will provide additional shelf room that will surprise you, besides enabling you to get everything where it can be seen. All users of Baine's Adjustable Shelf Brackets know what we mean and we want you to know about our system. Please write

PIQUA BRACKET CO., Piqua, Ohio

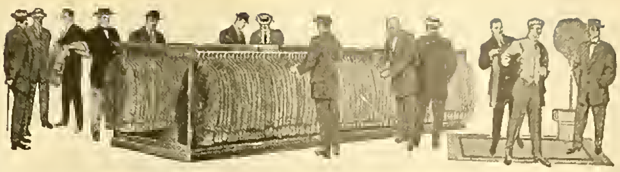
The Bicycle Step Ladder



The Newest Neatest, Simplest, Easiest, Operated and Safest Store Ladder made. Ladders are not suspended, but supported from below on wheels. Move easier with operator on than others when empty. Highly finished and very handsome. Made in different grades and prices to suit. Ask about the New Noiseless Track. Send for Illustrated Catalogue and Price List.

See this space next month for other style of ladder.

THE BICYCLE STEP LADDER CO.
61 Randolph Street CHICAGO, ILL.



The Business-Pulling Power

of a clothing display is greatly increased with appropriate cabinets. To keep garments in the most presentable condition and to have them ready for easy handling

ILLINOIS (Patent) CLOTHING CABINETS

are almost indispensable. They offer many superior features which you *cannot afford* to overlook.

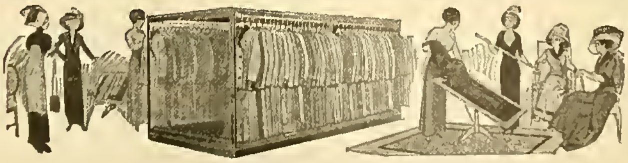
Along with other advantages, they are absolutely noiseless, having hangers which operate easily and without friction; they are full visible glass cases, with automatic carriers which do not swing out into the aisle, and noiseless, perfect-working disappearing doors.

If you want the most progressive clothing cabinet made, do not fail to investigate the Illinois. You will find it profitable. At least write for our catalogue, free on request.

Write for it now

Illinois Show Case Works

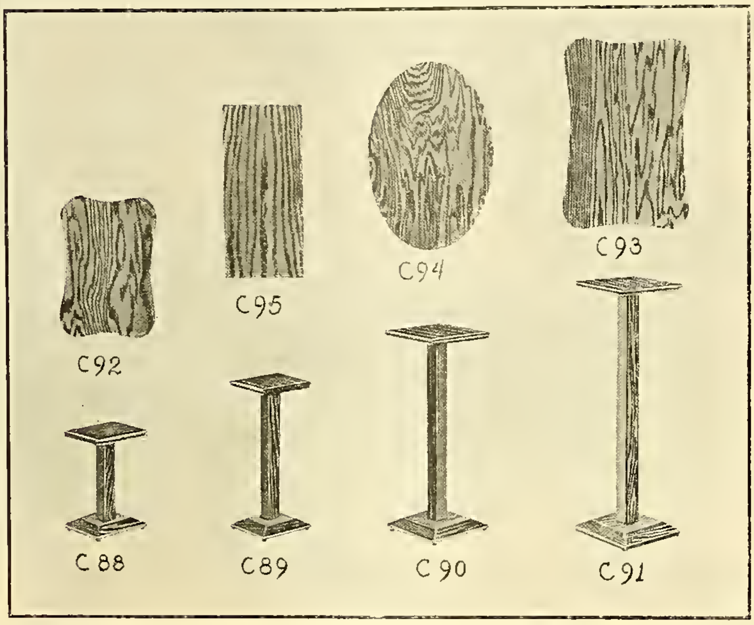
1735-1743 North Ashland Avenue
Chicago, Illinois



"The Better Way" Spring Display Specials

Every one of these represents high quality, underpriced to introduce our line to you.' Each is sold upon its DOWNRIGHT MERIT and genuine class.

Order From This Advertisement——Don't Hesitate



On Approval If Requested

The Better Way

You Can't Go Wrong

EXTRAORDINARY

Pedestal and Slab Offering OUR MARCH SPECIAL

We show here our new channeled post pedestals in 4 sizes and our new built up veneer slaps in different sizes and new designs.

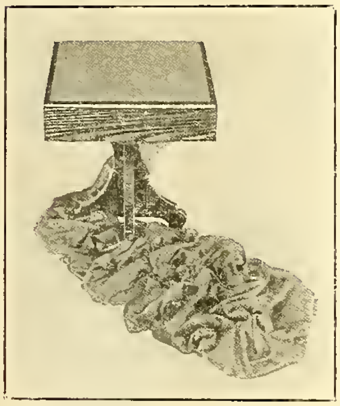
The construction of these pedestals is entirely different from anything we or others have ever made. There isn't a screw, a nail, or a bit of glue used in their construction, they can't come loose, they can't ever give trouble. The tops and bases are attached to the standards by the cleverest, most positive and common sense locking device ever conceived.

They are "The Better Way" Grand Rapids Standard (and you know what this means) material, workmanship, and high class finish in every particular. They will give you a life time of service and satisfaction and are especially priced as a March Pre-Easter offering. We have them in stock in 8 standard finishes, as below. Send in your orders at once.

Pedestals—No. C-88 12-inch, $1.00; No. C-89 18-inch, $1.20; No. C-90 24-inch, $1.40; No. C-91 30-inch, $1.60.

Slabs—No. C-92 12x18 inch, 60c; No. C-95 10x22 inch, 50c; No. C-94 16x24 inch, 75c; No. C-93 16x24 inch, 75c.

Choice of eight finishes: Natural Oak, Golden Oak, Fumed Oak, Bog (Green) Oak, Silver Filled Mission, Natural Birch, Weathered Oak, Mahogany (Mission).



The Clever New

"PEDESTAL PLATEAUS"

Window Furniture of Real Class

The best and newest window devices are the "plateaus," with their "slip-in" tops to be covered with rich plushes and fabrics, which trail off onto the floor, adding tone and richness to the "unit" or display-within-a-display.

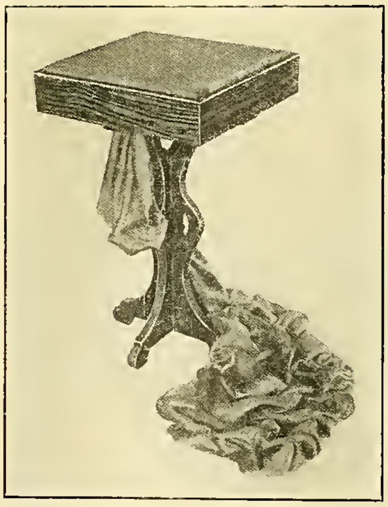
We are meeting the demand here for higher "plateaus" in the usual "Better Way" manner by putting the "plateau" frame with "slip-in" top as our clever new draping pedestals.

No. C-84 (at left)........................**PRICE, $5.00**

This is 30 inches high with 18x18 inch "slip-in" top, with the openings for draping on the sides of the pedestal. It is also shown in the "Petite Fashion Figure" drape on opposite page. There is no merchandise the "plateau" will not show with added richness and attractiveness.

No. C-83 (at right)........................**PRICE, $4.00**

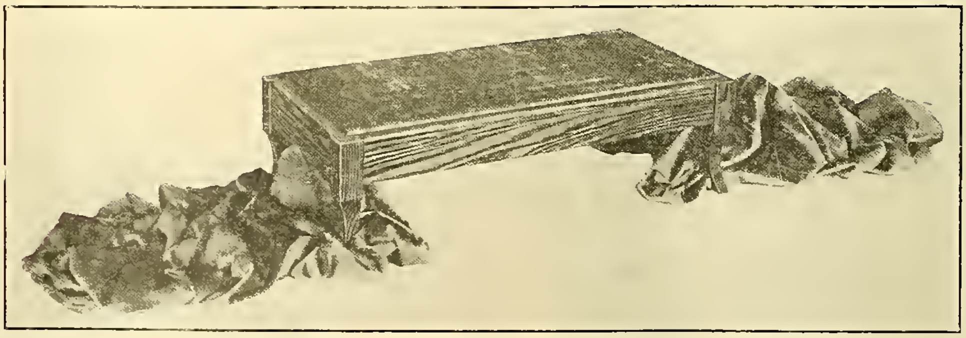
This number is 18 inches high with the 16x16-inch "slip-in" top. Choice of eight RICH, SMOOTH, STANDARD GRAND RAPIDS FINISHES.



Another Design Shown Here is Our No. C 85

PRICE $3.00

This handsome "plateau" is 24 inches long, 14 inches wide, and 9 inches high, with "slip-in" top, and is beautifully proportioned and unusually attractive. It is another case of Grand Rapids Quality in window furniture and made in the strongest, best manner possible. Like the other "Better Way" numbers, it will give a lifetime of service.



THE REASON WE CAN SAY—"MAKE US PROVE IT"

You know what "Grand Rapids Made" stands for in wood display fixtures and window equipment with all it represents in quality, skill and high standard of finish. Now add to that the fact that "The Better Way" Line is designed by window experts, advised by a staff of the best window men in the world, and made in an EXCLUSIVE window equipment factory with every modern facility. Consider, too, what CONCENTRATION on one line means in this case, then DON'T HESITATE—ORDER

"The Better Way" Papier Mache and Wax Figure Department is under the personal supervision of Mr. Jacob Kersten, the greatest of them all. "Jake's" models need no introduction. ANYHOW MAKE US PROVE IT.

—The Big Idea For 1913

"THE BETTER WAY" PETITE FASHION FIGURES

Wonderful Little Wax Figures with "Stuck" Hair, Eyebrows and Lashes, Perfect Miniature Draping and Display Figures with Full Removable Wax Arms, Wax Head and Bust, and

The Very Latest and Newest of All—Read Below

The Better Way

Here is a Special Good Only Until March 15th

Price of Fashion Figure as Described Below

$7.50

"Pedestal Plateau" as per Opposite Page

$5.00

We Will Send You the Most Attractive Heads that the Season Has Produced

Our "No Cave-In" Feature Gives Our Heads an Added Value Through Years of Service

$25

Until March 15th Only

READ PARTICULARS CAREFULLY

Not the little doll-like figures that are too small to dress and drape easily and successfully, and yet small enough to be EXQUISITELY PETITE, LIFE-LIKE, AND NATURAL. These little "The Better Way" figures (or Figurines) meet every one of the objections made to the too-little French Dolls, which are really so small that they do not attract the attention desired or show the modes successfully.

Now consider how well made our Petite Figures are; each has a perfectly modeled, fully removable wax head and bust; **each face is a beautiful woman's face in the miniature**, with full head of "stuck" hair of splendid quality, eyebrows and lashes, and the regular miniature eyes of just the right size. They are just like the big life-size heads; snappy, chic and full of expression. Each Petite Figure has full removable wax arms, (reinforced by our own process), and each perfectly modeled body is well moulded with lines clearly defined; is made of extra heavy papier-mache and will bring out the lines and curves through the drape or made garment. Black, or white jersey covered; specify which.

The figure is weighted at the bottom to permit of successful draping, and when ordered with plateau is fitted with removable attachment for securely fastening to the "slip-in" top of plateau at any point desired. Choice of right, left, or straight faces in blondes, browns, auburns, or brunettes. Order several if you wish, and we will give you a nice variety. **PRICE, $7.50 EACH.**

We are putting on this special offer to prove "The Better Way" superiority in wax figures and forms, as well as in the fixture line. This is our regular $35.00 value, and is the very latest model. It has full chest and low bust, with the long hips to give the new straight line figure effect. It is made of extra heavy papier-mache, covered with best quality black jersey, and fitted with our new flat metal (not wire) skirt, and mounted on adjustable metal stand and represents the highest type of modern display forms.

Our line of wax heads cannot be made better. Happy, smiling faces, full of expression, character, and dignity. We use only the highest grades of selected long hair, which is "stuck" by our own process. Each head is fully reinforced behind the face, top of head, and the neck and bust is backed with heavy papier-mache mask, reinforced with new design wood block, fitted with our fastening attachment. OUR HEADS CANNOT CAVE IN OR SAG.

This figure is fitted with half wax arms, latest design, fully adjustable; nothing to get out of order or give trouble. The hands are beautifully molded, slender, and graceful.

IN ORDERING SPECIFY CHOICE OF RIGHT, LEFT, OR STRAIGHT FACES AND WHETHER BLONDES, BROWNS, AUBURNS, OR BRUNETTES ARE WANTED.

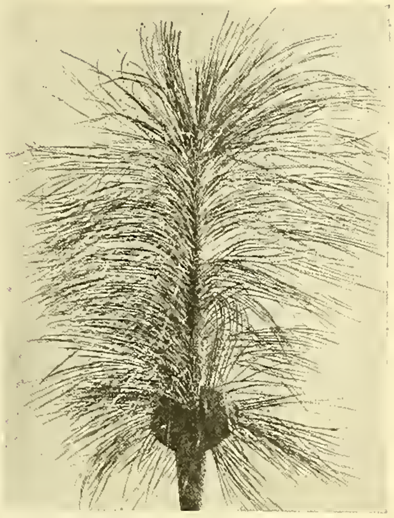
"The Better Way" Makers **Interchangeable Fixtures Co.** *Grand Rapids Michigan*

Last Call for Easter 1913

Do not attempt to decorate your windows or interior for Spring with anything but nature's products. Just stop to think of it a moment and you will realize how impossible it is to imitate nature with artificial stuff, especially in the joyous Spring time.

Hundreds of stores are becoming converted every season to the appropriateness of using nature's offerings for their decorations.

Beaven's
Southern
Wild
Smilax



LONG NEEDLE PINE

This popular green gives just the desired effect and finish to any display.

MAGNOLIA WREATH

It is absolutely impossible to describe in mere words the natural beauty and richness of our Magnolia. It will retain its velvety woods appearance for weeks when used in decoration.

Wire Your Order

if you cannot wait for a letter to reach me, then confirm by mail. I am well stocked with everything listed below and can pack and ship same day your order reaches me.

SPECIAL EXPRESS RATES

25% less than regular merchandise

Consistency in Spring decorations means to use Beaven's Southern Wild Smilax, Magnolia Leaves, Palm Crowns, Palm Leaves, Long Needle Pines. Southern Grey Moss, etc.

Beaven's Floral Decorations (partial list and quotations given below) are a selection of the very best that Nature has to offer. Try them at our risk. Entire satisfaction guaranteed or no money expected.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.
You can easily work Magnolia into countless attractive designs.
"We furnish the sprays—You make the wreaths."
Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 3	$3.00	No. 5	$4.00
No. 2	2.00	No. 4	3.50	No. 6	$5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

	Each	Dozen	Per 100.
LONG NEEDLE PINES As beautiful as palms in decorations.	2 ft. 10c	$1.00	$6.00
	3 ft. 15c	1.50	9.00
	4 ft. 20c	2.00	11.00

CHAMAEROPS PALM LEAVES
SABAL PALM LEAVES
25c per doz., $2.50 per 100.

	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS Our native palm plants with their roots removed.	3 ft. 15c	$1.50	$11.00
	4 ft. 20c	2.25	15.00
	5 ft. 25c	3.00	20.00

SOUTHERN GREY MOSS 25 lbs. sack $3.00

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

Edward A. Beaven

Evergreen :: Alabama

NOTICE

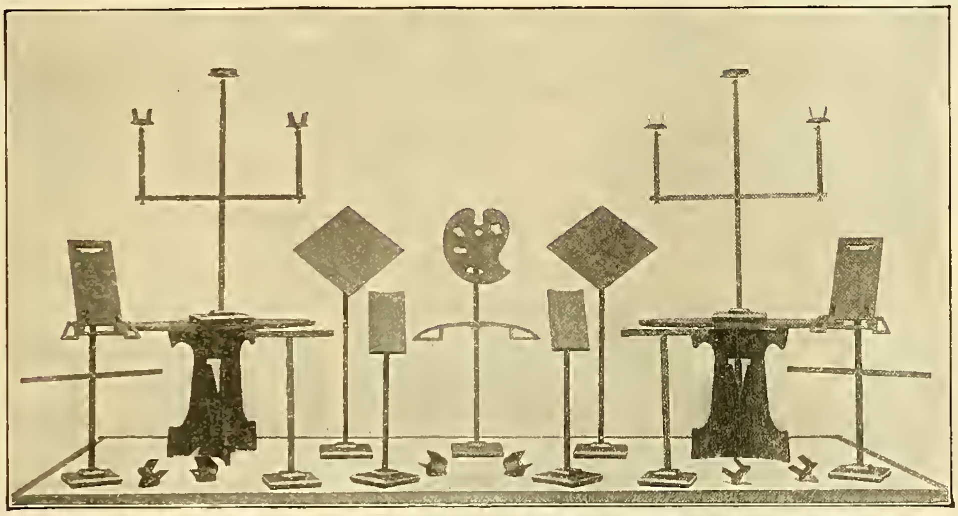
To the RETAIL DRY GOODSMEN

My Special Set of Wood Window Fixtures Will Help You With Your EASTER TRADE

No matter what your RENT is your SHOW WINDOWS cost you more than half of it, because of prominence of location.

I Can Show You How to Spend \$15.00 or \$25.00 NOW and Get It Back in **EXTRA PROFITS** Several Times Between **Now** and **Easter.**

ONKEN
INTERCHANGEABLE
WOOD WINDOW FIXTURE
YOUNITS
TRADE MARK



Above is the $25.00 set I refer to. You positively cannot Make a Mistake with this Great Set of Interchangeable Wood Window Fixtures. Patented, 1911, in United States and Foreign Countries.

NOW you get everything you see in the above picture, excepting the floor platform. A glance at once shows you that you have everything you need, such as: Shirt Slabs, Merchandise Slabs, Beautiful Tie Displayers, Pedestals, with large oval top boards (movable), Hat and Collar Younits, Tee Stands and Trees, all made interchangeable so you can arrange them to suit your ideas, and above all, your windows.

My 2 Sets

Set No. 19 Large enough for two windows and inside store use. 80 YOUNITS **\$25.00**

Set No. 19½ Large enough for one window and inside store use. 42 YOUNITS **\$15.00**

F. O. B. Cincinnati Factory.

Finish Made of Select Oak in three stock finishes. Weathered, Golden or Antique Oak, all in a soft mellow waxed finish.

Storage Chest Each set is put up in a hardwood hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

THE OSCAR ONKEN CO.

Established 33 Years

No. 661 Fourth Ave.
Cincinnati
Ohio
U. S. A.

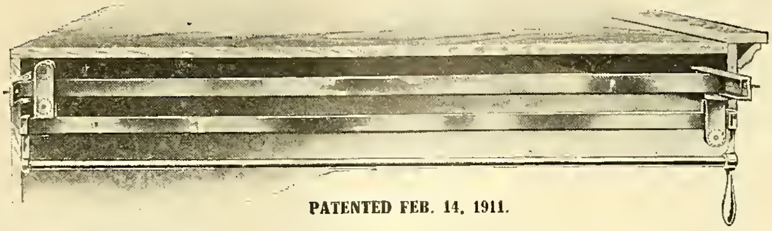
Order through your JOBBER or DIRECT.

The Oscar Onken Co., 661 Fourth Ave., Cincinnati, O.
Send me your Window Fixture Booklet.

Firm..
City..
Business......................................

25

THE BRADFORD CABINET TROLLEY SLIDE



PATENTED FEB. 14, 1911.

THE only trolley made which may be swung to either side after being drawn out from cabinet. Will not sag or bind, and being operated on steel ball bearings is practically noiseless.

We carry the 42 inch length in stock ready for immediate delivery **and will send you one to try out in your own store, at your request, with the privilege of return.**

Build Your Own Cabinets.

Write for our set of plans showing cabinet construction and ask for Display Fixture Catalogue No. 12.

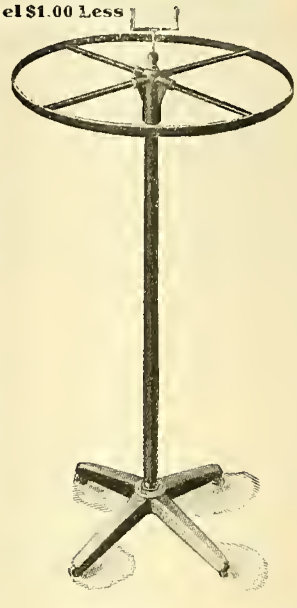
The Reflector & Hardware
Specialty Mfg. Co.
CHICAGO
Western Avenue and 22nd Place

The R. & H. REVOLVING GARMENT REEL

52 Inches High . .	$7.50 each
66 Inches High . .	8.50 each
72 Inches High . .	9.50 each

Finished in Oxidized Copper

Black Enamel $1.00 Less
Each Size



No. 1149.

DECO
Backgrounds

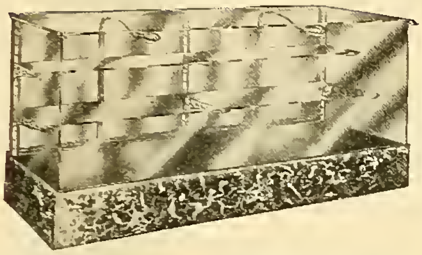
DECO is a product that makes possible the construction of Show Window Backgrounds that are *different* and at the same time give class and character to your store.

DECO fills a long felt want for permanent backgrounds that are distinctive in appearance and that remain always an attractive setting for your window displays.

DECO is a thin veneer of all the popular woods, both imported and domestic. Mounted on composition board by our exclusive process. It takes the richest finish possible. Cannot warp, buckle or twist.

SEND NOW FOR FREE BOOKLET SHOWING
VARIETY OF DECO-BACKGROUNDS

DECO MANUFACTURING COMPANY
INDIANAPOLIS, : INDIANA



BUSINESS BUILDING FIXTURES

are back of all efficient displays. The stronger your suggestion to buy the livelier your business. Don't wait for your customer to *ask* for a certain article—suggest it yourself with appropriate displays.

Your displays will attract attention and compel sales if they are shown in

"Quincy Special" Cases

because they are made to fit exactly every need. They protect your goods from dust, flies, and handling. The cases themselves enhance the appearance of your store, giving beauty, dignity, and refinement along with maximum efficiency.

You will be pleased with "Quincy Special" Show Cases—dollar for dollar you will have better service than any other make can give you. You can secure them in any style you wish—we also make every kind of store fixtures.

If you will investigate "Quincy" you will find many things to your advantage.

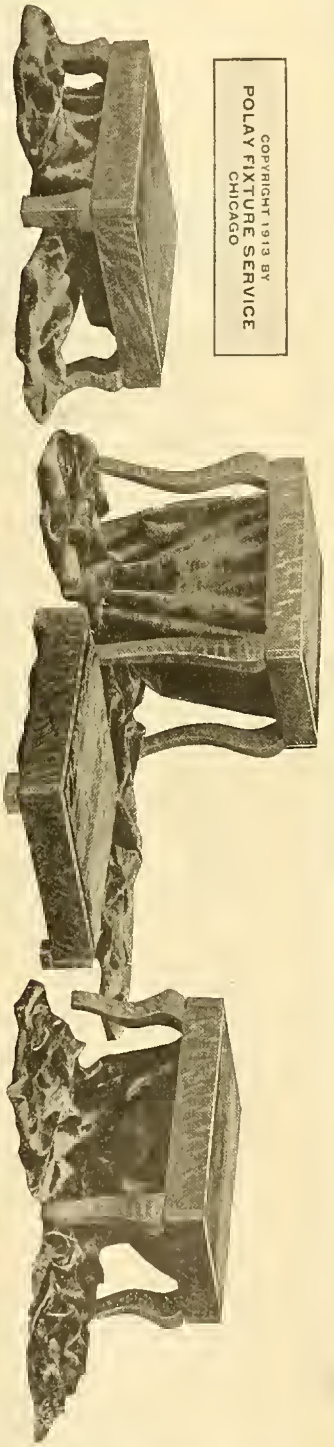
WRITE FOR CATALOGS

Quincy Show Case Works
QUINCY, ILLINOIS

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURG, PA. 917 Liberty St.
JACKSONVILLE, FLA., 20-28 Julia St.

POLAY'S New Plateaux

The Very Newest Art Fixture Designed—The Delight of Window Decorators Who Appreciate the BEST



No. 605. 8 in. high, 18x18 slab
Price, $3.00

No. 605. 18 in. high, 18x18 slab
Price, $4.00

No. 605. 4 in. high, 18x18 slab
Price, $2.50

No. 605. 12 in. high; 18x18 slab
Price, $3.50

Polay's New French Leg Plateaux have removable Legs and Slabs. The Slabs allow for the use of Plush Drapes for Color Schemes. Plateaux furnished in any finish desired to match your woodwork. Special sizes to order.

Complete Set of Four Sizes, as illustrated above, for $12.50. ORDER NOW.

Send for our new 32 page catalog showing clever Displays

IT'S FREE

POLAY FIXTURE SERVICE
612 MEDINAH BLDG. CHICAGO

Refined Window Displays

Quality counts for more than _Quantity_ in window decoration

In the windows of all of the best stores in the big cities may be seen a strong and fast growing tendency toward refinement and good taste in the show windows, rather than flashy, elaborate shows. Instead of large quantities of cheap, gaudy, paper flowers, the high class decorator has found that he can make his windows much more attractive by using smaller quantities of really artistic flowers.

All of the high class decorators today use the best decorative materials they can find in the market because, as in everything else, the best costs the least in the end.

For twenty years, the Botanical Decorating Company has stood for the best there is in window and store decorations. From the beginning of our business, it has been our belief that quality and appearance count with the American merchant and window dresser for more than mere "cheapness."

With that idea always before us, we have consistently refused to handle inferior goods that are recommended only by their cheapness and which are sure to prove unsatisfactory to the user in the end.

Electrical Flower Basket No. E 115

Here is one of our electric lighted flower baskets that is in itself a complete decoration for a small window. Highest quality imported flowers containing miniature colored lamps. Complete with cord and art basket. Each $8.50

This does not mean that our prices are high. On the contrary, quality for quality, our goods are sold for less than those of any other dealer in the market. Being the largest distributors of this class of goods in America, we are able to make prices that are impossible to smaller dealers. In fact, we regularly offer high class, imported flowers at smaller prices than are charged for inferior paper goods made in this country.

Our goods are intended for the decorator of discriminating taste who appreciates the value of real art, combined with perfect workmanship in artificial flowers.

All who are familiar with the subject, know that the finest artificial flowers come from Europe—there can be no argument as to that.

Our imported flowers are the work of the most celebrated flower makers. They are not "designed" but are copied with wonderful faithfulness from the finest natural flowers. In material, coloring and workmanship they are perfect, yet they cost so little in Europe that we are able to sell them for surprisingly little.

Can you afford to use "cheap," flashy flowers to decorate the windows in which you show your most expensive merchandise?

Electrical Flower Basket No. E 117

This is a dainty and handsome decoration for the window or interior. Perfect imported flowers and colored lamps. In attractive basket with cord. Complete, each $8.50

Electrical Floral Novelties

On this page are shown two new Botanical products which will make splendid attractions for high class window displays. One of these fancy baskets is in itself a complete decoration for a small window and all that is necessary is to attach the plug to any electric lamp socket.

After they have been used these attractions can easily be sold at a profit. Each has a handsome art basket or jardiniere, filled with the finest imported flowers, artistically arranged with foliage, grasses, ferns, moss, etc.

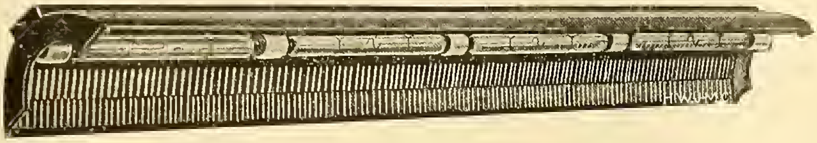
Wired complete and furnished with cord, plug and colored lamps.

One of these baskets in each of your Spring windows will give the display a fine finishing touch. Easter comes so early that you will want to freshen up your displays later in the season when the heavy buying begins. Nothing could be more appropriate or effective than to add one of these baskets to each window. Send for Special Circular showing a big variety of electric lighted specialties.

Send for Our Large Colored Catalogue

The Botanical Decorating Co., (Inc.) 504 So. Fifth Avenue, Chicago

More Than 20,000 Merchants Are Using Over 1,000,000 Feet of Frink Standard Window Reflector



These men have found that proper window illumination with all the light concentrated upon contents of windows, is one of the most effective forms of advertising. Why not profit by their experience.

Every reflector is fully guaranteed as to efficiency if used accordiing to the recommendations of our engineering department.

Frink Reflectors with J-M Linolite Lamps are also made for show-case, office and store interior illumination.

The advice of our Engineering Department at each of our branches, is at your service without obligation on your part.

Write Our Nearest Branch For Catalog No. 410

H. W. JOHNS-MANVILLE CO.

SOLE SELLING AGENTS FOR FRINK PRODUCTS

MANUFACTURERS OF ASBESTOS
AND MAGNESIA PRODUCTS

ASBESTOS

ASBESTOS ROOFINGS. PACKINGS,
ELECTRICAL SUPPLIES, ETC,

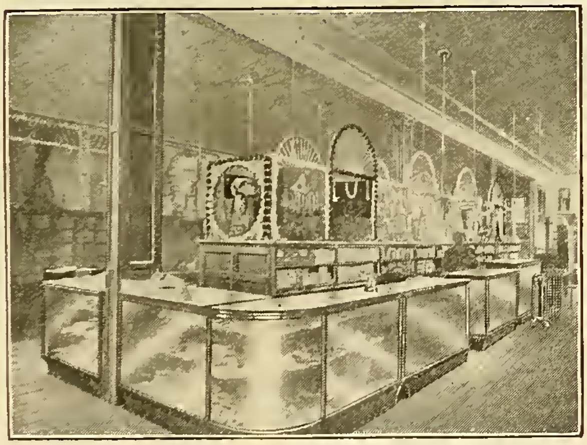
Albany
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Dallas
Detroit
Indianapolis
Kansas City
Los Angeles
Louisville
Milwaukee
Minneapolis
New Orleans
New York
Omaha
Philadelphia
Pittsburgh
San Francisco
Seattle
St. Louis
Syracuse 1873

For Canada:—THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED
Toronto Montreal Winnipeg Vancouver

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER' idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

THE M. WINTER LUMBER CO.

HIGH GRADE FIXTURE MAKERS

Established 1865

SHEBOYGAN, WISCONSIN - U.S.A.

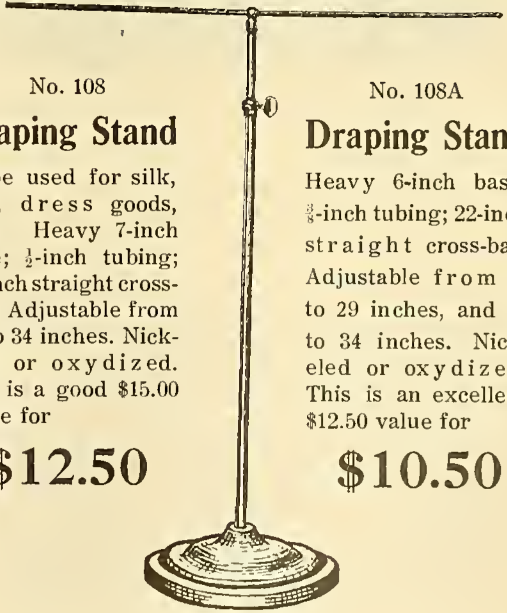
SALES AGENCIES:

C. D. Smith Drug Co. - - - St. Joseph, Mo,
R. H. Birdsall - Hamilton Bldg., Portland, Ore.
Mattoon & Keppel - - New Haven, Conn.
Smith-Bailey Drug Co. Salt Lake City, Utah

—IS IT FROM WINTER?— THEN IT IS RIGHT.

If You Need Draping Stands

You cannot afford to overlook our prices. We are specialists in the manufacture of draping stands, card-holders, counter stands, etc., and are selling the best goods on the market at the prices we charge.



Draping Stand No. 108

No. 108

Draping Stand

To be used for silk, lace, dress goods, etc. Heavy 7-inch base; ½-inch tubing; 22-inch straight cross-bar. Adjustable from 18 to 34 inches. Nickeled or oxydized. This is a good $15.00 value for

$12.50

No. 108A

Draping Stand

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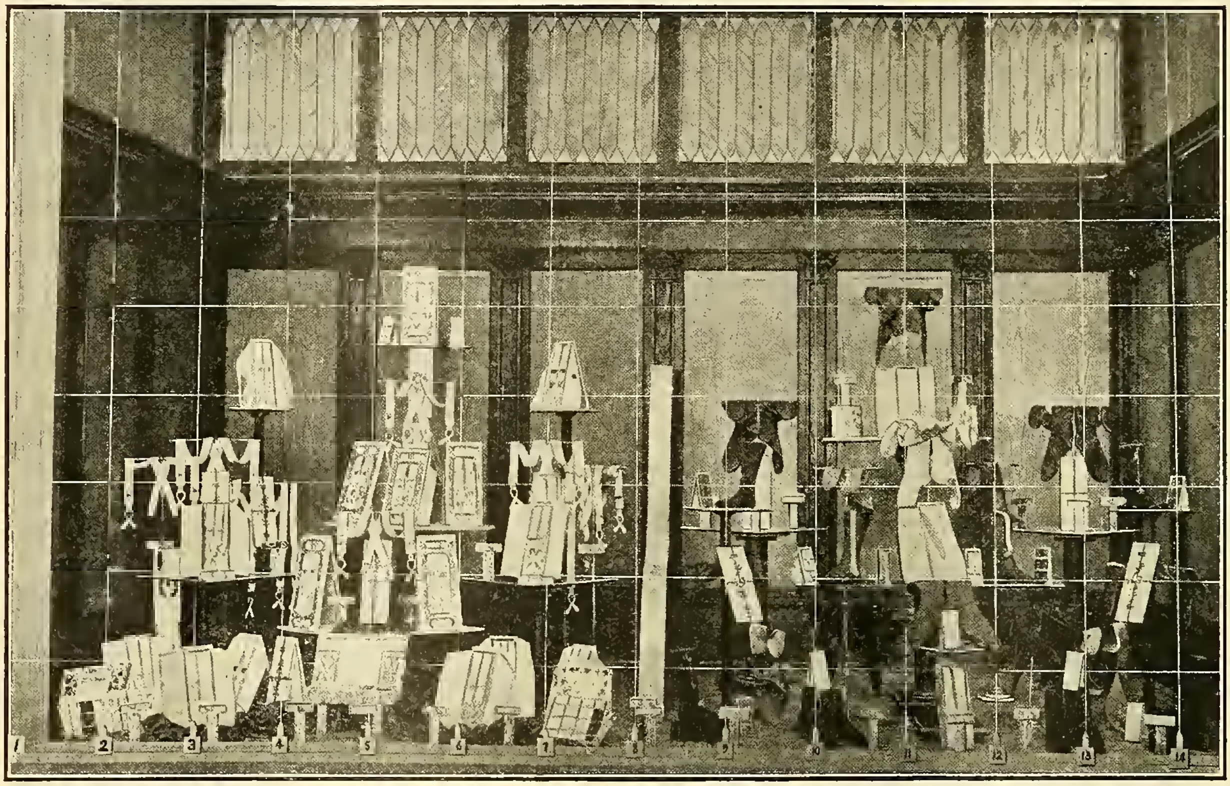

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 3

MARCH, 1913

Single Copies
Twenty-Five Cent

THE NEW HUB

CHICAGO'S LATEST CLOTHING STORE IS A MARVEL OF MODERN EQUIPMENT—FACTORY FIXTURES USED—INDIRECT LIGHTING THROUGHOUT—SPORTING GOODS STORE IN SUBWAY

ANOTHER Chicago landmark has given way before the march of progress. The Hub clothing store which for more than a quarter of a century occupied the buildings at the northwest corner of State street and Jackson boulevard, moved across the street February 24 and took possession of the magnificent eighteen story Lytton building, erected at the northeast corner of the same crossing by Henry C. Lytton, president of the Hub.

One by one the great mercantile institutions that make State street the greatest shopping thoroughfare in the world, have outgrown their original quarters, and the small, nondescript buildings of the early days have given place to mammoth steel structures. The Hub is the latest of these great establishments to take possession of a building erected especially to meet its needs. The first eight floors and basements of the new building will be devoted exclusively to men's clothing and kindred lines. During the opening week, clothing merchants and buyers from all over the country crowded the store, inspecting the completeness of the equipment and the many new features that distinguish this store from all others.

For a number of years the Hub has been in sore need of a new building, for the old one they occupied was but a sorry excuse for the home of what is said to be the greatest clothing store in the world. Several times rumors have been circulated to the effect that the Hub would put up a fine building on the site of their old one, and it was generally known that this was the hope of Mr. Lytton. The site, however, is owned by a number of interests, and those who controlled it refused to sell or lease the ground at anything like a reasonable figure. Negotiations having fallen through, and the Hub lease about to expire, there was nothing left to do but to find another location. Happily a site across the street was available and the new store now has a location that is, if anything, a trifle better than the old one.

FACTORY FIXTURES USED

In the equipment of the new store, standard factory fixtures were used practically throughout the building. The outfit is wonderfully satisfactory and complete in every detail. It was the intention in selecting the fixtures, lighting and other equipment to spare no expense in making the entire outfit as handsome and modern as possible and the result justifies the expense. Aside from in the shoe section no boxes are used in the store. Everything is shown behind glass in dust-proof sectional cabinets. While this arrangement is remarkably open, and more than half the space kept free and clear, the capacity is more than four times the maximum possible with the old system of shelving and stock boxes. To save the time of the salespeople and lost motion, telephones are installed in each section of every department, together with wash stands for their greater convenience and the protection of the stock. But let us take a walk through the store and look over the many new features as we come to them.

SPORTING GOODS DEPARTMENT

We will begin with the subway floor. This is in itself something entirely new in clothing stores. It houses one of the largest and most complete sporting goods stores in America. In point of size it is the largest sporting goods store in Chicago. Mr. J. G. Wright who was formerly in charge of the sporting goods department of the Fair is to manage this department and he states that the stocks carried will be as complete as those of any sporting goods store in the world. These stocks will embrace everything from power boats to playing cards. Motorcycles, guns and ammunition, golf, tennis, baseball and all other out and

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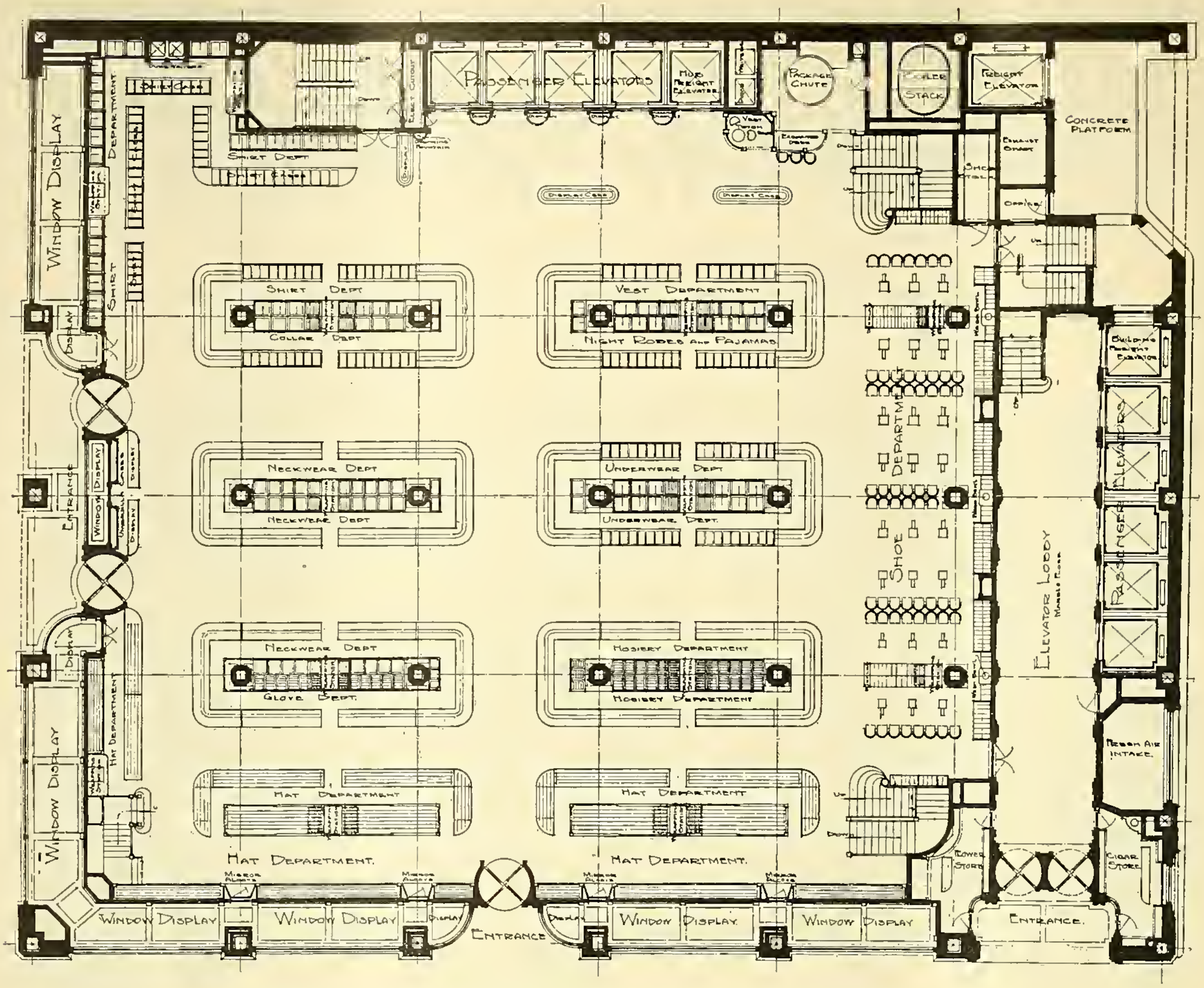

Window Display
Shirt Department
Shirt Dept
Shirt Cases
Passenger Elevators
Mdse. Freight Elevator
Package Chute
Boiler Stack
Freight Elevator
Concrete Platform
Exhaust Shaft
Office
Display Case
Shirt Dept
Collar Dept
Vest Department
Night Robes and Pajamas
Neckwear Dept
Neckwear Dept
Underwear Dept
Underwear Dept.
Neckwear Dept
Glove Dept.
Hosiery Department
Hosiery Department
Shoe Department
Elevator Lobby
Marble Floor
Building Freight Elevator
Passenger Elevators
Fresh Air Intake.
Entrance
Display
Umbrella Cases
Hat Department
Hat Department
Hat Department
Hat Department.
Hat Department.
Mirror Alcove
Up
Down
Tower Store
Cigar Store
Window Display
Window Display
Display
Entrance
Display
Window Display.
Window Display
Entrance.

GROUND FLOOR PLAN—LEFT SIDE IS STATE STREET FRONT.

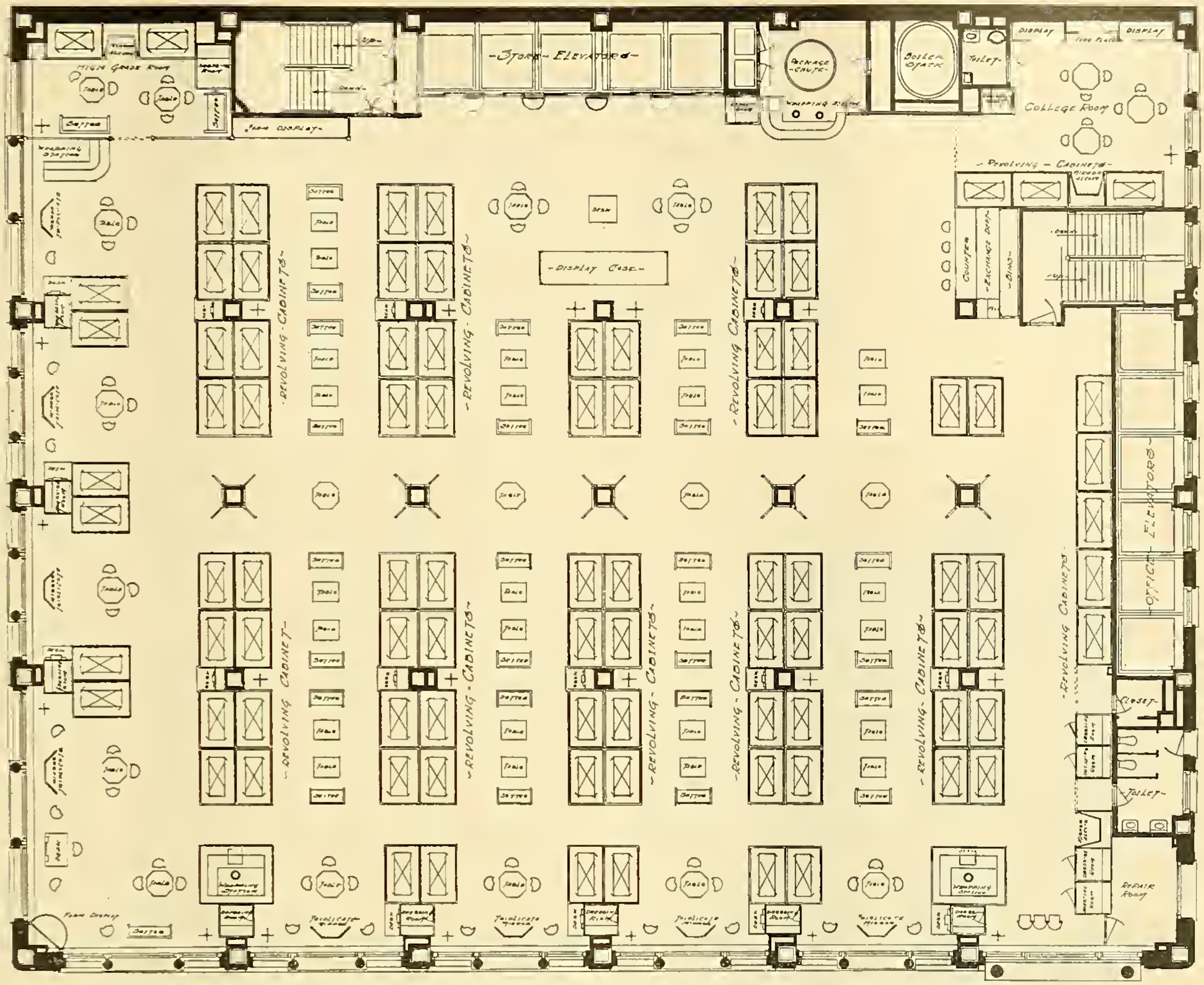
indoor sports will be represented with a full equipment. In the golf section an attractive pergola, called "The Nineteenth Hole," has been built in which to demonstrate golf sticks. It is planned to make this the most popular sporting goods store in Chicago and it will serve as the ticket office for baseball, football and all other amateur and professional outdoor sports. The idea of a sporting goods store as an adjunct to a big clothing house is somewhat startling at first thought. Nothing, however, could be more logical and there can be no doubt that this department will bring to the store many new customers. Naturally the store will specialize on sporting clothing of all descriptions. On the subway floor will also be found the trunk and leather goods sections.

THE HABERDASHERY FLOOR

Now let us step up to the first floor, a drawing of which is shown. This floor will house the haberdashery, shoe and hat sections and it may be stated that here may be found the greatest display of men's furnishings ever made on a single floor by any store. The fixtures on this floor are strikingly handsome being in mahogany. The aisles are roomy and comfortable as may be seen in the drawing. While some of the shoes are shown at the rear of the first floor, most of them are in the mezzanine which is reached by convenient stairs or the balcony. Part of the mezzanine is devoted to supplementary sections for custom shirts, housecoats and caps. So open and airy is the first floor that it is difficult to realize the wonderful amount of stock carried. For this, credit must be given to the fixtures which are designed to conserve for some useful purpose every available inch of space. This economy of space, through added compactness, cuts down the selling expense to a surprising degree.

CABINETS USED THROUGHOUT

We will now look over the second floor, the layout of which is shown in the drawing. This is the section for men's and young men's fancy suits. On this floor as on all of the others there are the same generous aisles, yet there are more than eight thousand suits displayed here. And there is not a "pile" of clothing to be seen on the entire floor. Every garment is hung on an individual shoulder form in an easily accessible, dust proof and wrinkle proof glass case. There are ninety-two revolving glass cases on this floor. If there is anything in the old business axiom, "Keep the



PLAN OF SECOND FLOOR—NOTE "HIGH GRADE" SALESROOMS IN UPPER CORNERS.

goods in plain view," this arrangement and equipment certainly accomplishes that end.

SPECIAL SALESROOMS

In two corners of this floor may be seen the first two of the special sales rooms that are a notable feature of the new Hub. These are spaces partitioned off from the main room and fitted with special equipment in the matter of clothing cabinets and other furniture. These rooms are to be found on all of the floors where clothing is sold and each one is specially decorated to make a harmonious setting for some special line of clothing. Each of these special sales rooms has a suggestive name. For example, on the second floor are the "College Room" and the "Beau Brummel Room." Stepping into the "College Room" one is immediately impressed by its appearance. There is not a piece of clothing in sight. All of the garments are contained in special cases, having doors, not of glass but of handsome paneled oak. The doors are decorated with large bronze seals of the various colleges, and around the walls are pennants, trophies and other decorative features symbolic of college life. A big open fire place is a feature of this very comfortable room. The whole effect is entirely different from the ordinary salesroom. In the revolving cabinets, which in these rooms are of the "double deck" pattern, are the choicest selections from the store's big stock of fancy suits for young men. There are triplicate mirrors between the cabinets and the garments are laid out on tilting tables for the inspection of the customer.

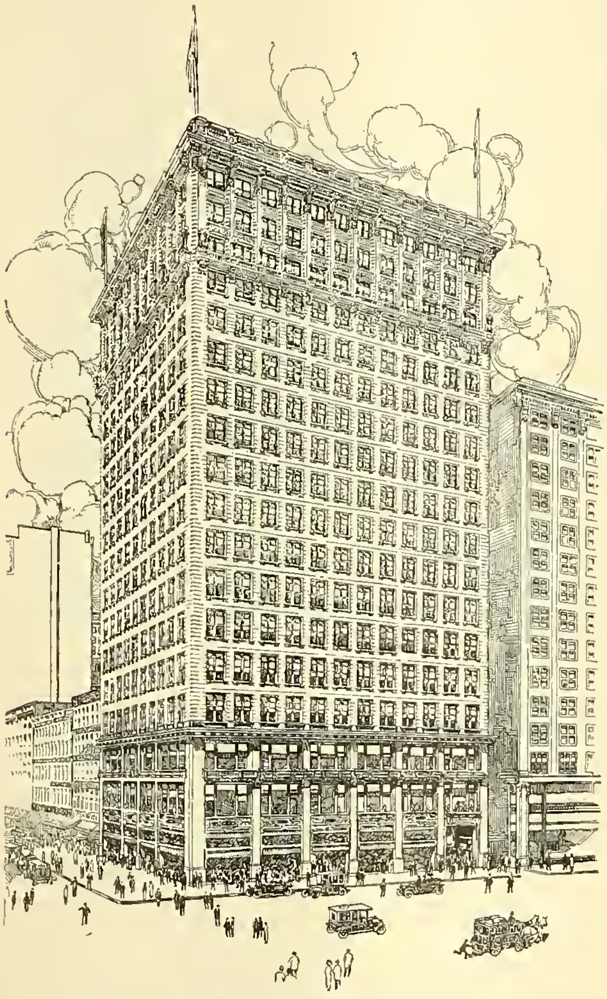
The "Beau Brummel Room" which also is on the second floor is decorated as the name might suggest and the equipment is, in a general way, the same as that of the "College Room." Here are shown the finest Donegal homespuns, Hebrides tweeds, West of England worsteds, etc. The effect of these handsome, "unstorelike" rooms is calculated to give the clothing an added distinction in the eyes of the prospective customer.

On the third floor are to be found blue and black suits, evening and dinner suits, walking and morning suits. The general arrangement and equipment of the main room are similar to that of the second floor. On this floor is to be found the "Blue Room." This is a large and strikingly handsome apartment decorated throughout in Circassian walnut. Here are shown evening and other formal clothes. The walls above the double deck cabinets are covered with handsome tapestry. Also on this floor is the "Piccadilly Circus Room" wherein are kept the finest examples of the

English type of clothing. It is a large and very comfortable room where the examination of garments is a real pleasure.

The fourth is the overcoat floor. These garments also are shown in revolving glass cases so that every coat may be seen thus making selection easy. In the "Chesterfield Room" on this floor are shown the finest examples of overcoats. On this floor, too, is the "Oxford Room" where the fur lined coats are sold.

Automobile apparel is shown in great variety on the fifth floor. This department has been enlarged greatly as to the stock which is now remarkably complete covering all of the many lines of usual and unusual clothing and wearables affected by the motorist. The "Vanderbilt Cup Room" on this floor contains the best selections from this stock. This room is decorated in a manner likely to appeal to the motorist.


A VIEW OF THE NEW HUB.

BARBER SHOP FOR BOYS

On the sixth floor, clothing for boys of all ages is shown. A feature of this floor is the boys' barber shop. This is a well equipped, sanitary and up to date barber shop exclusively for boys. Here the mother can without hesitancy bring her youngsters with freedom from the embarrassment that attends a visit to an ordinary barber shop. There is also a boys' playground on this floor where they can amuse themselves in various ways while they are waiting.

On the seventh floor are the tailoring rooms which are remarkably large, light and airy. A plate glass partition back of the call desk affords an unobstructed view of the tailor shop and this proves of a good deal of interest to the average visitor. Here too are the fitting rooms, call office and a large and comfortable smoking room furnished with easy chairs, magazines, newspapers, etc., to while away the time waiting for alterations, pressing, etc.

THE STORE OFFICES

The eighth floor is given over to the credit, general and executive offices. Every contrivance that will eliminate annoyance and facilitate service has been installed. On this floor is a large restaurant where employes will be furnished with excellent food at cost. Each of the buyers has a small office on the eighth floor. These offices are in the character of stalls being only large enough for a small table and a chair and having one side open onto an aisle. Each buyer is supposed to be in his "office" from eight to nine o'clock in the morning, to receive instructions, hear complaint, etc. After nine o'clock they are at liberty. President Henry Lytton has a large handsome office at the southwest corner of this floor. It has a shower bath attached and other modern conveniences. On this floor also are the headquarters of Herbert J. Conhaim, the advertising manager. Mr. Conhaim has a far more comfortable and commodious office than often falls to the lot of the advertising man.

MANY DISPLAY CASES

A notable feature of the Hub equipment is the large number of display cases of different kinds that are scattered all over the store. These are all well lighted and are carefully trimmed by Decorator Frank Beaver who has had his hands more than full during the days preceding the opening of the new store. Notable among these inside cases are some that are placed in front of the elevators. These are double deckers of a semi-round type and they are built to fit exactly the space between each pair of elevators. In these cases are shown goods that are carried on floors other than that upon which the case is located, the floor where the goods may be found being indicated by a small card.

A gravity conveyor of the spiral type is placed close to the elevators, just back of the wrapping desks. This conveyor delivers goods to the shipping room almost instantly and saves much time and confusion.

CASH REGISTERS USED

The cash system of the store is the improved credit cash register with telephone connection with the credit bureau. It is a swift, simple and highly satisfactory system that is convenient for the customer as well as for the store. By the side of the cash register is a special telephone connected with the credit department. Credit customers are divided into three lots, namely A to F, F to K, and K to Z. Each of these classifications is handled by a separate clerk and each is represented by a different button on the telephone. If Mr. John Smith wishes to have goods charged, his name is given to the cashier, who presses the button K to Z thus connecting with the clerk who has the card index with Mr. Smith's name in it. It requires but a moment to pick out Mr. Smith's card and telephone back the status of his account. This promptness prevents the annoyance to the customer of being compelled to wait while the credit information is being had in the usual way.

INDIRECT LIGHTING SYSTEM.

One of the most interesting features connected with the equipment of the new Hub is the lighting system. This is as modern and of as great efficiency as the remainder of the outfit. Throughout the store the illumination is by the indirect system and it is the first great retail establishment that has installed this system throughout the building. Before installing the indirect system, the firm had made the most exhaustive tests covering practically every known system of store illumination. In making these tests, the following points were considered: Advertising value, First impression, Equipment, Design, Cost, Current consumption, Cost of maintenance and Depreciation. Practical installations were made of practically every lighting system that makes any considerable claims to efficiency in store lighting. These practical tests ended in the selection of the indirect system. This choice is amply justified in the efficiency of the system and in the appearance of the store. Every corner of the big store is illuminated by a soft and even radiance that has practically the same effect as clear daylight. In fact, although the big rooms are perfectly illuminated, one is hardly conscious that they are artificially lighted. The light sources are all concealed so that even at night, the impression is that of natural daylight. Without question, the Hub is the best lighted big store in exstence.

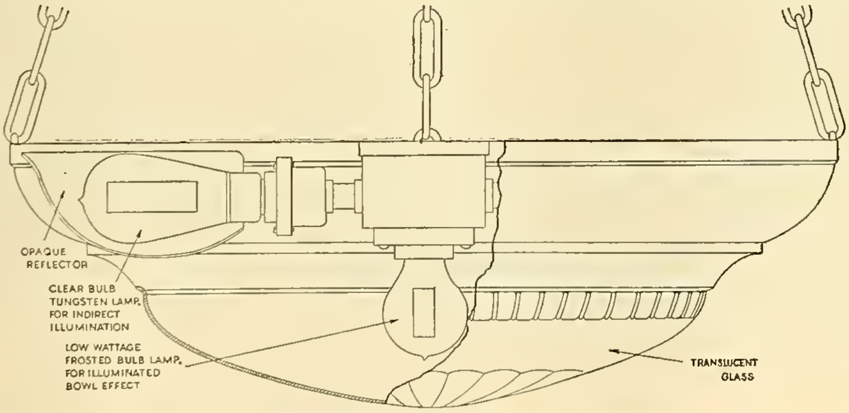

OPAQUE REFLECTOR
CLEAR BULB TUNGSTEN LAMP. FOR INDIRECT ILLUMINATION
LOW WATTAGE FROSTED BULB LAMP. FOR ILLUMINATED BOWL EFFECT
TRANSLUCENT GLASS

DIAGRAM OF INDIRECT FIXTURES USED ON FIRST FLOOR.

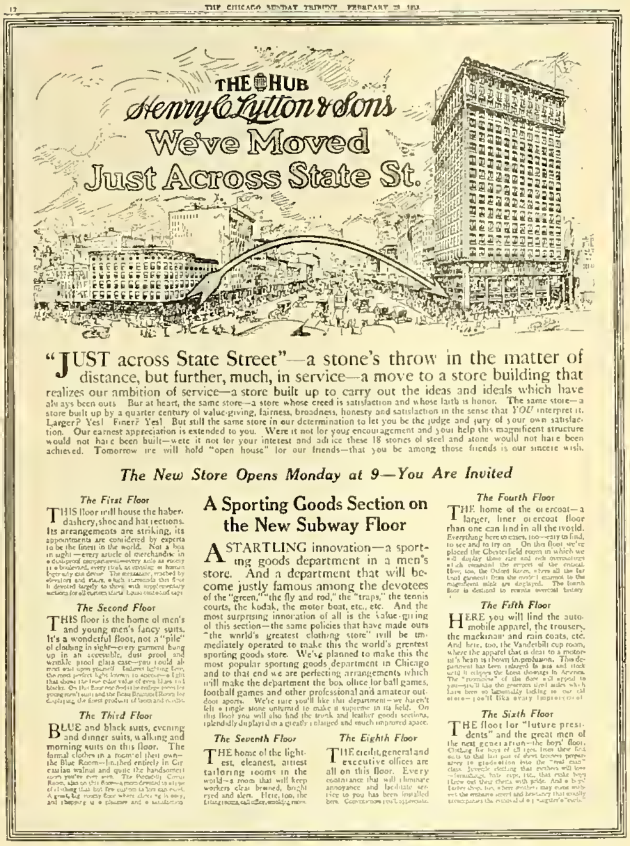
On the first floor, at the suggestion of Mr. Lytton the indirect fixtures were varied by having a luminous bowl below. This bowl, however, is purely for appearance and is not intended to illuminate the store. The translucent bowl which constitutes the bottom of the fixture is of colored glass and is illuminated by a small frosted lamp. This gives a pleasing decorative effect to the fixture but, as was stated before, has no effect upon the illumination of the room. These fixtures on the first floor are remarkably pleasing in appearance as well as in effect. They are artistically designed and serve to accentuate the architectural beauty of the room.

The other floors are lighted by the regular type of indirect lighting fixtures. These fixtures are of a special design but have no illuminated bowl. They harmonize admirably with the decorations of the building being very light in color and of a sightly shape which make the fixtures in reality a part of the building.

Without question, the lighting system of the Hub will serve as a turning point in the matter of store illumination. The reputaton of Henry C. Lytton and Sons as shrewd and capable merchants is so well established that their choice of this system must necessarily have great weight with other merchants. Their selection was not influenced by sentiment but by sound business sense after they had given this important matter the most thorough of tests and had brought to bear upon the question their best business judgment.

The show windows are quite up to the rest of the store in design and equipment. All of them are finished with handsome San Domingo mahogany in a rather light shade that is calculated to show up the clothing and furnishings admirably. The fixtures are of the same wood, the design throughout being simple and dignified. The main windows are seven feet deep and eleven feet high bing sparated into sections by dividers. Above these windows is a secondary series on the level of the mezzanine floor. These upper windows are also trimmed in San Domingo mahogany. The displays in the upper windows cannot be seen without an effort and a good deal of twisting of the neck by a person on the same side of the street; however, they make quite a showing from across the street.

In deciding as to the illumination of the show windows it was the desire of the owners of the new store to have the brightest and most evenly lighted windows on State street. This was something of a problem owing to the mezzanine which necessitated a "header" in the show windows at a distance of 8½ feet from the floor and 30 inches back from the plate glass. It was accomplished, however, through the use of unit reflectors. These were fitted with 100 watt. clear bulb, tungsten lamps, spaced 15 inches from center to center, 11 feet from the floor. The intensity of the illumination on the floor of the window is equal to 15 foot candles. In order to furnish sufficient illumination to the ceiling and background near the top of the window, it was necessary to use supplementary lamps, with reflectors of a different type. This, however, was accomplished admirably and the entire lighting effect of the windows is remarkably effective.


12
THE CHICAGO SUNDAY TRIBUNE, FEBRUARY [illegible]
THE HUB
Henry C. Lytton & Sons
We've Moved
Just Across State St.

"JUST across State Street"—a stone's throw in the matter of distance, but further, much, in service—a move to a store building that realizes our ambition of service—a store built up to carry out the ideas and ideals which have always been ours. But at heart, the same store—a store whose creed is satisfaction and whose faith is honor. The same store—a store built up by a quarter century of value-giving, fairness, broadness, honesty and satisfaction in the sense that *YOU* interpret it. Larger? Yes! Finer? Yes! But still the same store in our determination to let you be the judge and jury of your own satisfaction. Our earnest appreciation is extended to you. Were it not for your encouragement and your help this magnificent structure would not have been built—were it not for your interest and advice these 18 stories of steel and stone would not have been achieved. Tomorrow we will hold "open house" for our friends—that you be among those friends is our sincere wish.

The New Store Opens Monday at 9—You Are Invited

The First Floor

THIS floor will house the haberdashery, shoe and hat sections. Its arrangements are striking, its appointments are considered by experts to be the finest in the world. Not a box in sight—every article of merchandise in [illegible]

The Second Floor

THIS floor is the home of men's and young men's fancy suits. It's a wonderful floor, not a "pile" of clothing in sight—every garment hung up in an accessible, dust proof and wrinkle proof glass case—you could almost wait upon yourself. [illegible]

The Third Floor

BLUE and black suits, evening and dinner suits, walking and morning suits on this floor. The formal clothes in a room of their own—the Blue Room—finished entirely in Circassian walnut and quite the handsomest room you've ever seen. [illegible]

A Sporting Goods Section on the New Subway Floor

A STARTLING innovation—a sporting goods department in a men's store. And a department that will become justly famous among the devotees of the "green," "the fly and rod," the "traps," the tennis courts, the kodak, the motor boat, etc., etc. And the most surprising innovation of all is the value-giving of this section—the same policies that have made ours "the world's greatest clothing store" will be immediately operated to make this the world's greatest sporting goods store. We've planned to make this the most popular sporting goods department in Chicago and to that end we are perfecting arrangements which will make the department the box office for ball games, football games and other professional and amateur outdoor sports. We're sure you'll like this department—we haven't left a single stone unturned to make it supreme in its field. On this floor you will also find the trunk and leather goods sections, splendidly displayed in a greatly enlarged and much improved space.

The Seventh Floor

THE home of the lightest, cleanest, airiest tailoring rooms in the world—a room that will keep workers clear brained, bright eyed and alert. Here, too, the [illegible]

The Eighth Floor

THE credit, general and executive offices are all on this floor. Every contrivance that will eliminate annoyance and facilitate service to you has been installed here. [illegible]

The Fourth Floor

THE home of the overcoat—a larger, finer overcoat floor than one can find in all the world. Everything here is easier, too—easy to find, to see and to try on. On this floor we've placed the Chesterfield room in which we will display those rare and rich overcoatings which command the respect of the critical. Here, too, the Oxford Room, where all the fur lined garments from the modest [illegible]

The Fifth Floor

HERE you will find the automobile apparel, the trousers, the mackinaw and rain coats, etc. And here, too, the Vanderbilt cup room, where the apparel that is dear to a motorist's heart is shown in profusion. [illegible]

The Sixth Floor

THE floor for "future presidents" and the great men of the next generation—the boys' floor. [illegible]

ONE OF THE OPENING ADS.

Instructing Saleswomen

MANDEL BROTHERS of Chicago have a well managed and thorough vocational training school in which salespeople and others are instructed as to their duties. Lectures are given by the regular instructor, department managers or specialists from manufacturing plants. Salespeople thus taught are prepared for the many questions concerning their merchandise that come up during the day, and saved from the great error of misrepresentation. The result is an added enthusiasm in their work, because of increased knowledge and added respect for the values in their merchandise.

Another feature of the instruction lies in the instruction in salesmanship. Realizing that one can never correct an error until it is recognized as an error, "illustrative sales" are made a feature of the work. Each salesperson is required to sell his or her particular line of goods as if to a bona fide customer. These sales are followed by a general discussion concerning the good and bad features of the demonstration. In this way the salesperson is helped to a realization of weak points, and little habits or mannerisms corrected, which perhaps might have stood in the way of advancement.

These illustrative sales bring out for discussion all the different problems of selling, and form the basis of specialized talks on salesmanship. In many cases, salespeople whom it had been thought necessary to dismiss have had their errors demonstarted so clearly that they have profited by the illustration to such an extent that the store has been glad to retain them. There are many other features connected with the Mandel course of instruction that are calculated to prove conducive to the rapid advancement of salespeople. Naturally, this is beneficial alike to the store, the employes and the public.

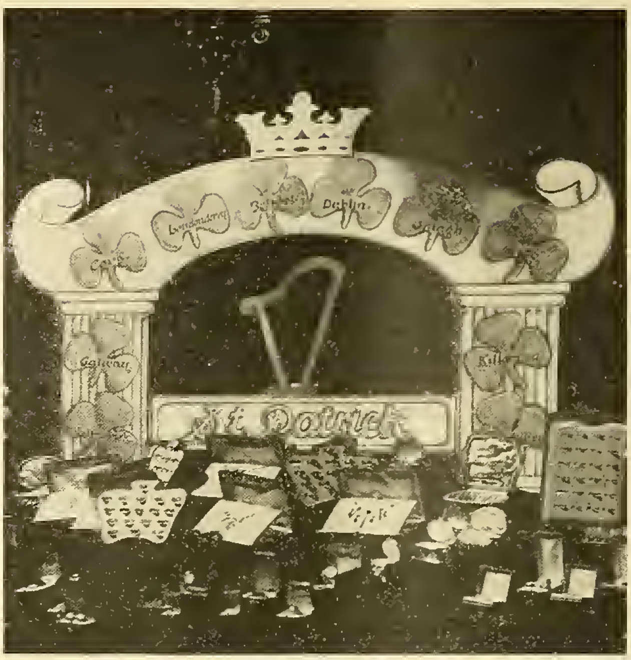
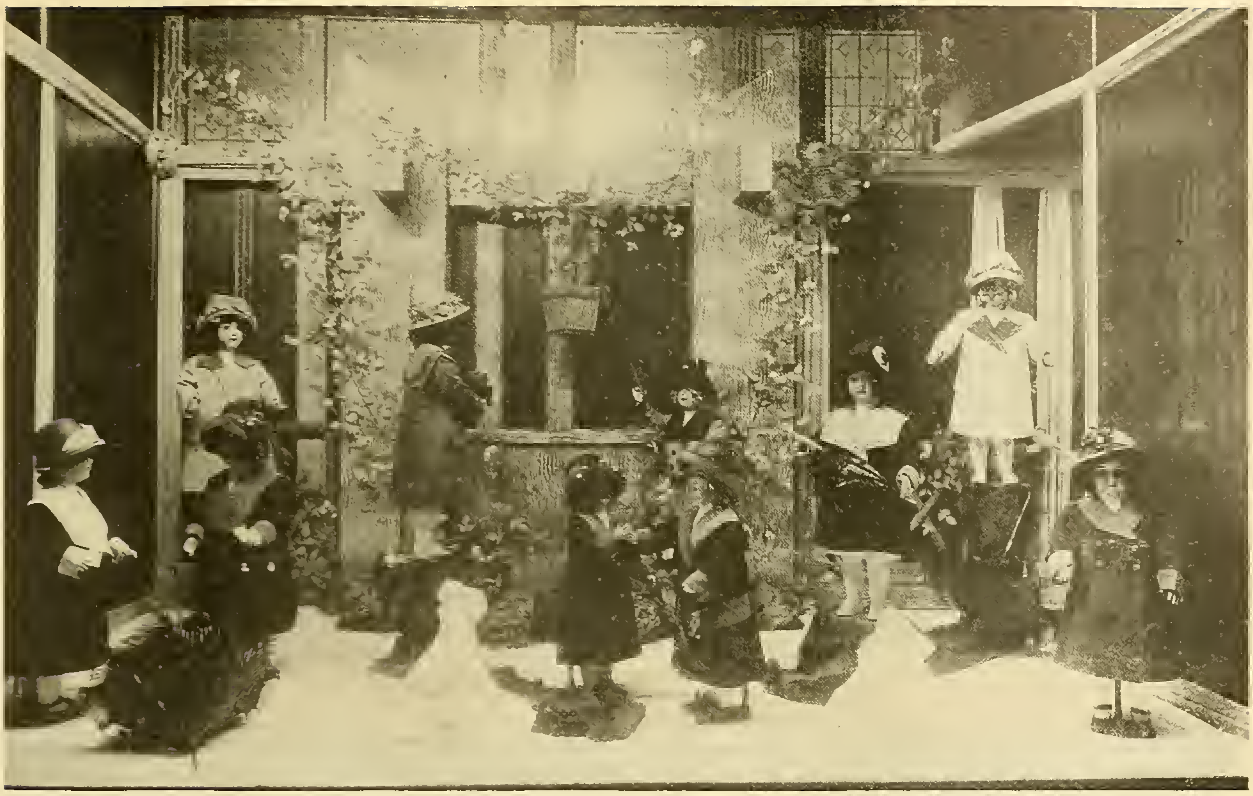


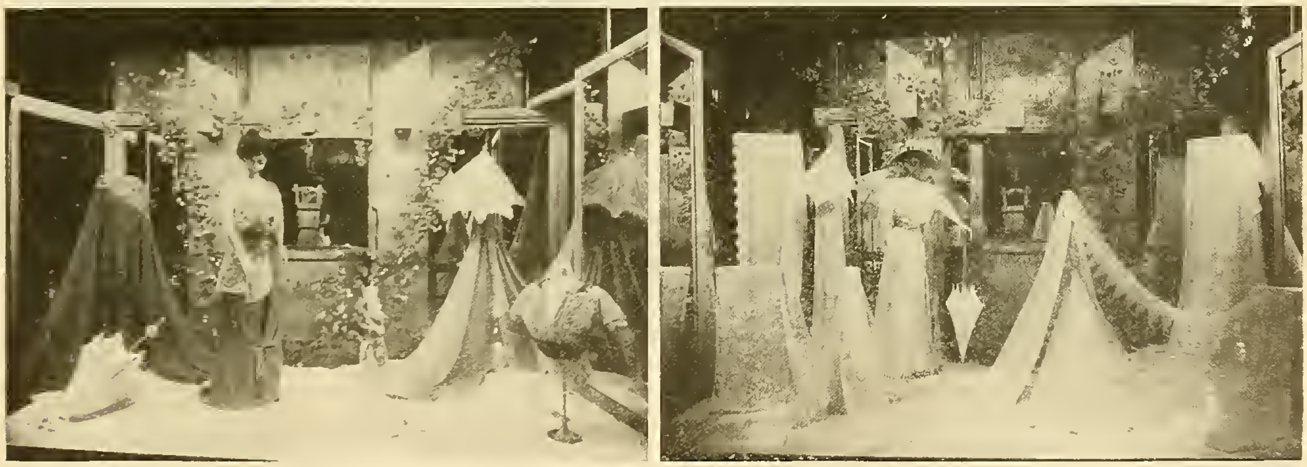
Plate No. 7157. St. Patrick's Display by W. Chapman for Ash Bros., Edmonton, Canada.

This is a very simple and inexpensive setting for a small window. The background was a large air brushed design on cardboard. The names of counties in Ireland were shown on shamrock leaves in green. At each side of the design was an Irish flag. A design such as this can be made easily and will serve very well to call attention to St. Patrick's day.



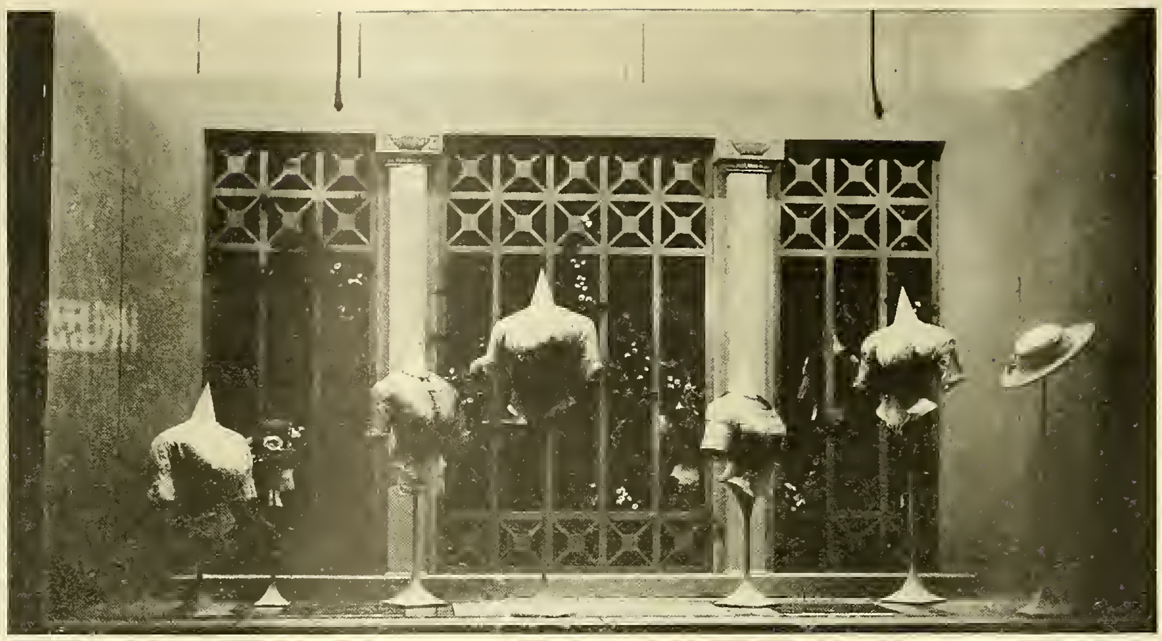
Plates Nos. 7158-60. Three Spring Displays by A. Hagen for the Grand Leader, St. Louis, Mo.

Here are shown three of a series of displays that were all handled similarly. At the rear of each window, in the middle, was an old fashioned open well with an "old oaken bucket" suspended above. The frame-work over the well was built to represent massive timbers. This was made of light frames covered with composition board. The whole was finished with paper representing wood. The simple design can easily be made out in the pictures. Over the framework, rambler rose vines were arranged naturally. Around the well, on the floor, were arranged large stones and at each side of the framework, extending to the rear corners of the window, was a rustic fence. The color scheme was varied in the different windows. This made a highly pleasing spring setting.



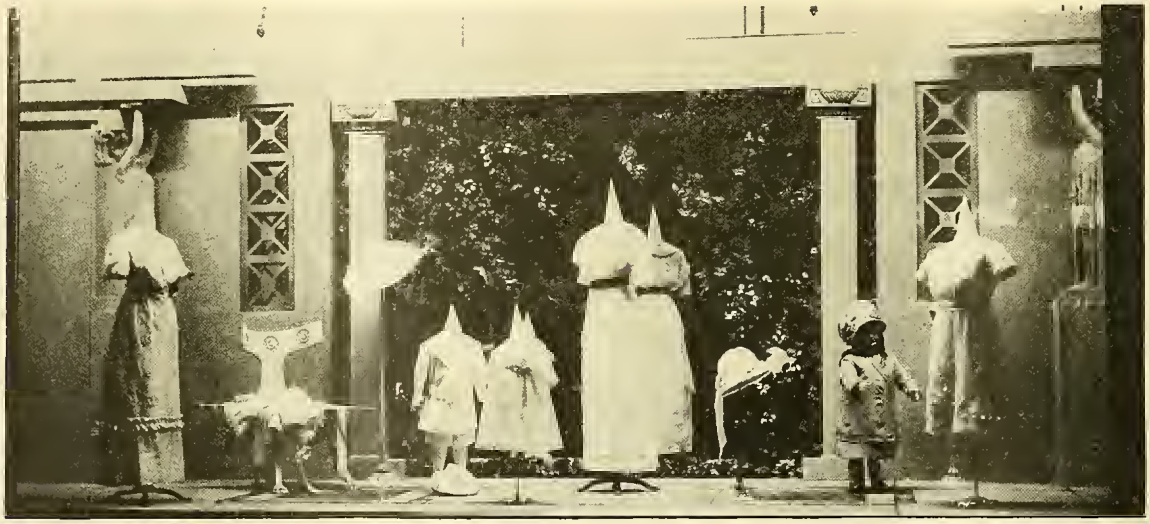
RETAIL MERCHANTS in many of the medium sized towns and cities have discovered after a two months' trial, that the Parcels Post has helped to widen their fields rather than to injure business. On the first of January, hundreds of stores were all ready to make the most of the Parcels Post. They had advertising matter prepared and established mail order departments ready to serve the surrounding territories. In every case this enterprise has been rewarded by increased business.

LOESER'S store in Brooklyn has a big music department in which many Victrolas are sold. An interesting feature of this department is the custom of "sampling" records over the telephone. Anyone may call up the music department of this store and have as many records played for her over the telephone as she cares to listen to. She can then make her selections and the records will be delivered. This is a great convenience for invalids and others who may not find it convenient to visit the store.



Plates Nos. 7161-2. Two of a Series of Displays made by Marshall Field & Co., Chicago.

Here are two of a series of spring displays that are in the same general style of decoration but different. The backgrounds and other framework were done in tan sandstone finish. At the back of each of these windows was a thick mass of foliage interspersed with flowers. The floors were done in a remarkably good imitation of patterned stone in different colors. The workmanship in these windows was perfect.



A Good Plan

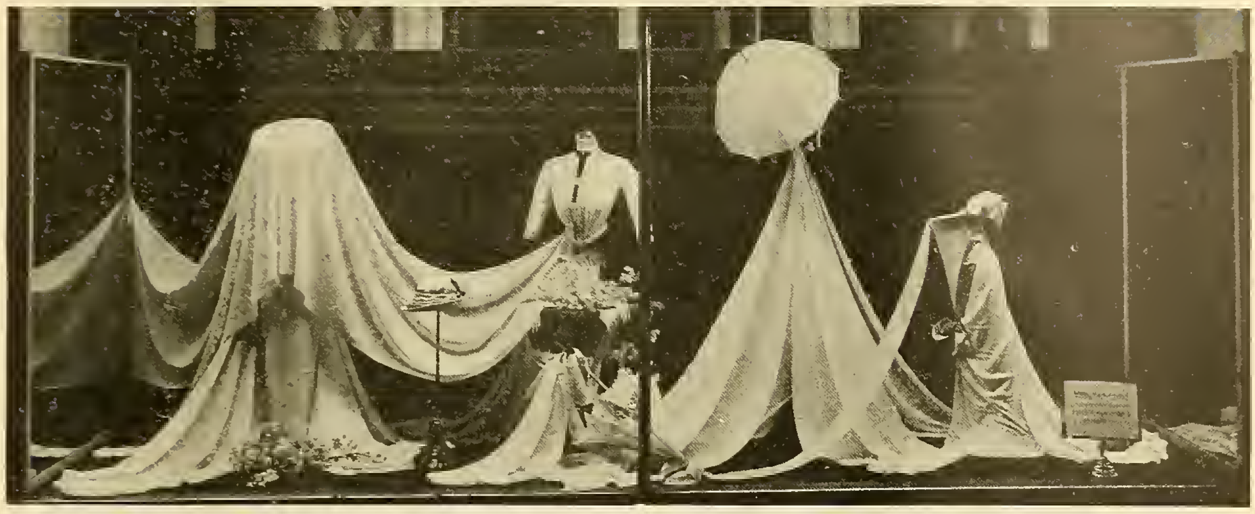
WITH the purpose of effecting a general improvement in the windows of all the stores in their city, the merchants of Council Bluffs, Ia., are conducting a window dressing contest among themselves. This contest is to consist of a series of competitive displays covering a period of five months under the auspices of the Merchants' Association. Prizes will be awarded at the end of the five month period.

Three prizes will be given. To the merchant who scores the highest number of points during the contest a fine trophy cup will be awarded. Second and third prizes will be substantial cash sums.

Cleanliness, artistic display and coloring, harmony, quality of material displayed, general effect and impression and cleanliness and general appearance of the store will be some of the points considered. Figuring these points, the stores having the highest general average at the end of the five months will be awarded the prizes.

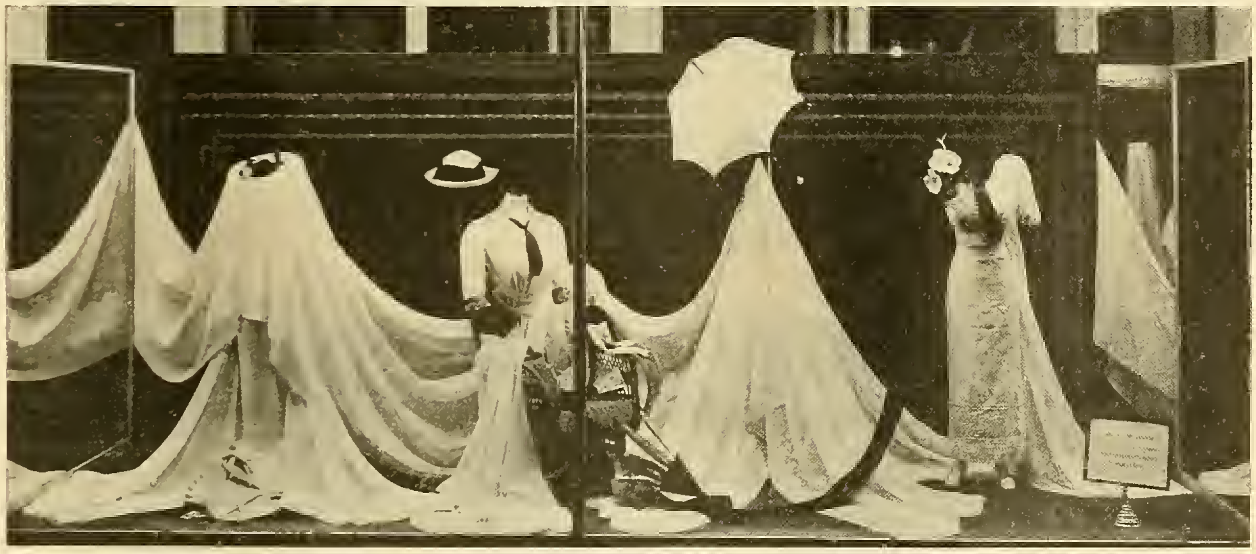
Three judges, two of whom must be women, will inspect the windows and determine their merits and defects. No two judges shall confer, each submitting a report in writing, which will be totaled at the close of the competition.

All stores will have an equal chance as a result of



Plates Nos. 7163-4. Wash Goods Displays by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

Here are two companion windows that were similar in general effect but different in detail. They illustrate how easy it is to work out different combinations using practically the same merchandise. White wash goods for summer gowns were shown in these and a number of other windows at the same time. In each window several patterns of goods, a draped form, waist, parasol, hat and a number of accessories appropriate to costumes made of the materials shown. A few handsome flowers and ribbons were the only decorations used. These windows were attractive individually and the complete series produced a striking effect.



the judging system adopted. No two stores having the same goods will be judged comparatively from the standpoint of the merchandise handled, but each store will be inspected and the individual merits will be computed.

It is planned to close the windows during a part of the afternoon during the day of the competition to give the window decorators an opportunity to carry on their work. All windows will be opened at the same time, and the judges will then make their inspection.

It is thought that this competition will lead to a friendly rivalry that will result in a great improvement in the appearance of the windows of Council Bluffs. Renewed interest will be aroused among merchants who may have become lax as to their displays. The interest of the public will be aroused through newspaper publicity and this should result in an added interest in window displays which, in turn should mean more business.

* *

SO FAR as the reputation of the store is concerned, the smallest sale is just as important as the largest. When a woman buys a spool of thread, she should receive the same courteous attention that would be given her if she were purchasing an expensive gown. Good service should be as strong a feature of the notion department as of the Oriental rug section.

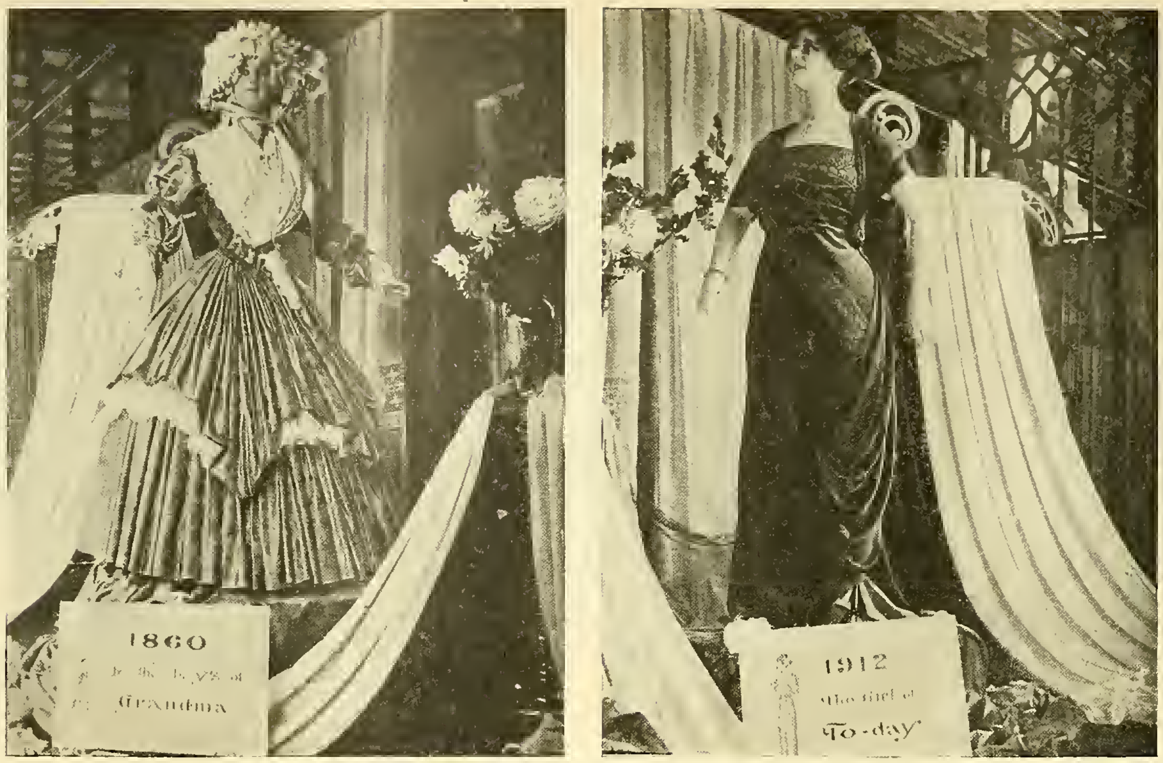


Plate No. 7165. Drapes by Thorkild Larsen for Price & Rosenbaum, Brooklyn, N. Y.

Here are two drapes that attracted much notice. They represented the girl of 1860 and the girl of today. Each was placed on a separate pedestal which raised them some distance above the level of the window floor. The 1860 drape was made over a hoopskirt with old rose brocade satin, trimmed with old fashioned lace and satin. The hair was dressed in the style of 1860 and the bonnet tied with strings was in the same fashion. Every detail was carried out as faithfully as possible, even to the jewelry. The modern drape was made of grey charmeuse trimmed with "Nell rose" and gold lace. Each figure had an explanatory show card.

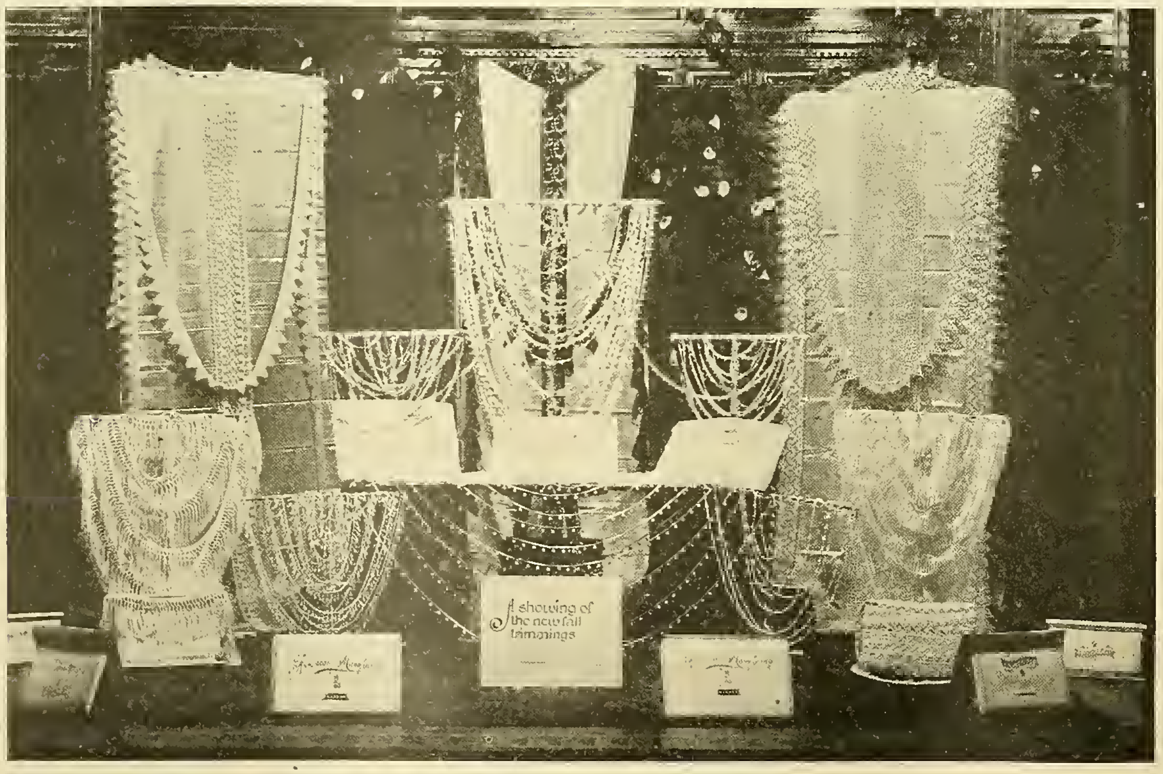


Plate No. 7166. Display of Trimmings by Clarence E. Duff for the Batterson Stores, Muscatine, Ia.

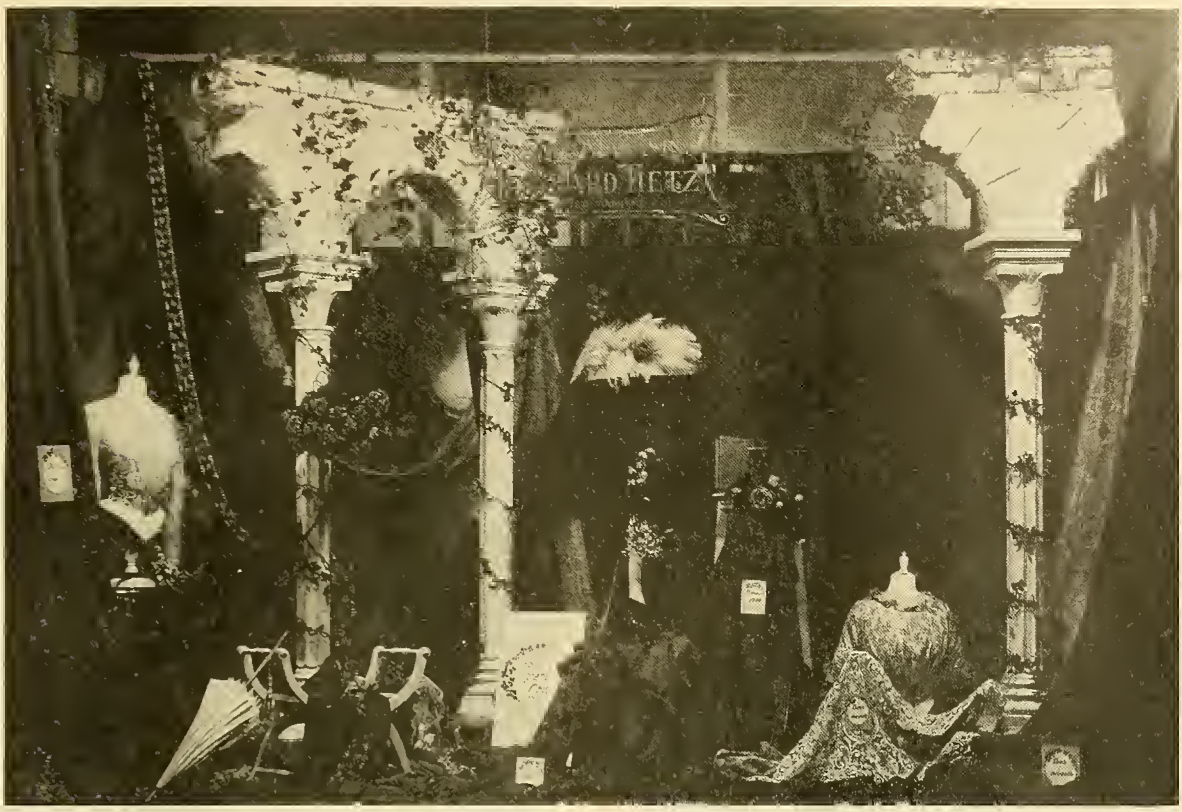


Plate No. 7167. Spring Display by A. Ehrlich for Leonard Tietz, Anvers, Belgium.

Owing to defects in the photograph, this display appears to be somewhat crowded. This was not the case however. Millinery, waists, spring dress goods and accessories were shown. The decorative treatment was novel. It consisted of fluted columns supporting broken arches of masonry. These were made of plaster composition and covered with climbing vines. The high drapes characteristic of European windows may be seen.

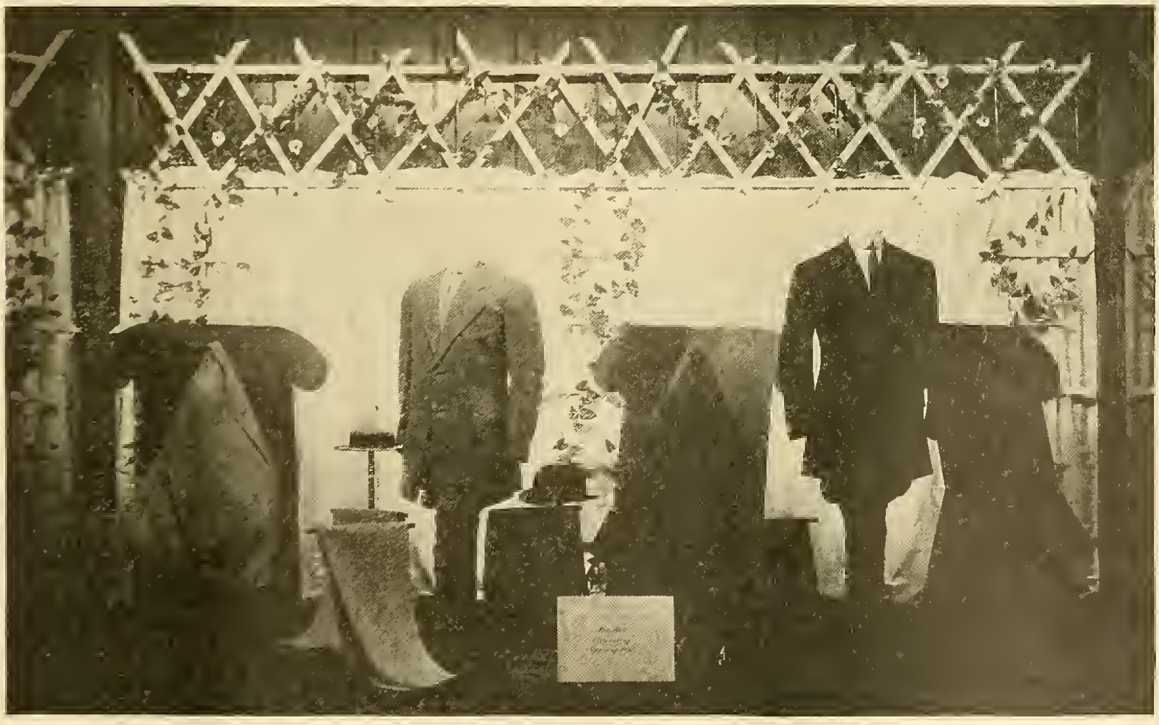


Plate No. 7168. Spring Display of Men's Wear by Lawrence Hood, Paducah, Kentucky.

The Principles of Men's Wear Display

By Harry C. Davis

This is Sixth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

The Store's Sign.

Editor's Note:—In the preparation of these articles it is the intention of Mr. Davis to cover every point as fully as possible. However, there necessarily arise problems that are individual to some particular store, which cannot all be covered in articles of this character. In such cases, if the reader will write to this journal and state the exact character of the difficulty or the information required, Mr. Davis will be glad to furnish such assistance as may lie within his experience. Merchants who are contemplating building or remodeling their stores are urged to make use of Mr. Davis' wide practical knowledge of such matters. It will save time and correspondence if those seeking advice will give complete information, including measurements and sketches (when necessary) in their first letter.

LOCATION, character and dimensions of signs are details that require careful consideration when an effort is to be made to make the signs used on a store front a part of its dress or ornamentation rather than an over-prominent feature thereof.

Signs, much less the details mentioned above, are seldom thought of until after a front is installed, or at least until after plans are approved and their execution well under way. And because of this fact we very often see clever architectural effects sadly marred, if not utterly ruined by signs. There is certainly nothing that will mar the beauty of a good architectural scheme in a store front more than an over-large sign; too many signs; an inartistic one, or even one that is artistic in itself yet placed where it appears out of place—placed so it appears encroaching upon a zone where the influence of some other feature or detail of the front would be more agreeable.

How much better the stores, buildings and streets of our cities would look if signs could be eliminated! But as they seem to be a "necessary evil," why not make them as sightly as possible and place them with some regard to judgment if not to taste?

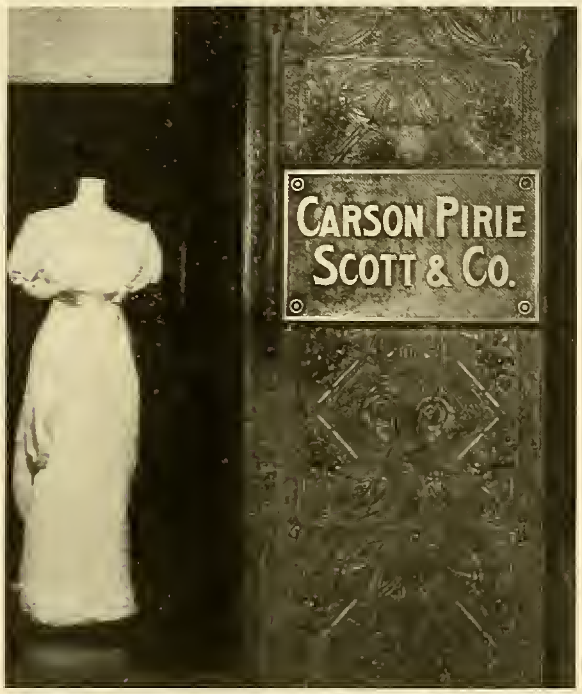
I have often wondered why the architects of this country do not take up this matter of signs with every client for whom a commercial building is to be designed. They *could* work wonders in improving the appearance of the buildings and streets of our cities, if they *would*. It would seem that few if any owners would be adverse to having all the signs placed on their buildings of some approprite typical style, and so placed as to preserve the symmetry, the beauty of the structural lines in general, and it does not seem probable that many tenants would object to a reasonable regulation.

It seems safe to say that any architect who takes pride in his work in buildings that are children of his pride in his work—in buildings that are children of his brain—and who serves his clients conscentously, proper style and desgnating locations for all signs, if he were asked to do so, and I believe that everyone who reads this will agree that the architects and not the sign painter's judgment in the matter should govern. I believe, too that all will agree, if this sort of thing were put into general practice the appearance of our stores, buildings, streets and cities would be greatly improved within a very few years. Let me suggest, if you are going to build or remodel, that you take up this matter of signs with your architect. See if he does not become interested. See if he don't keep the matter in mind all the way through the work of laying down the lines that bound the planes of various forms and sizes which collectively make a symmetrical whole or finished design. If you do this you can feel reasonably sure that you have disposed of the sign question in a safe, easy manner; and that if your signs are not to appear as being a real part of the structure, they will at least bear some relation to and be in harmony with it. If the architect be worthy of his professional title he will see to it that the signs serve as objects of ornamentation as well as things of commercial usefulness—in so far as this is possible.

WHERE THE SIGN PAINTER FAILS.

With due respect to the sign painter, to his ability to *make* clever signs and to his right to get all the business he can, it must be admitted that he is neither a designer nor a decorator of buildings. Knowledge of these things is foreign to the store of learning he accumulates in fitting himself to be a maker or a seller of signs. And if he be called upon to select a location and make a sign for it he is more apt to disfigure the face of a building than to improve the appearance of it. He is also altogether too apt to try to display on that one sign, all his skill in the making of ornate figures and do-dads of all kinds as well as his ability to combine many colors. Sometimes, too, he seems to try to make the sign just as big in size and price and profit as he can. Who can blame him for trying? If he can make enough people forget the importance of everything except having good, big, expensive signs he will build up a great business, get rich—and the commercial world will hail him as "a good business man," "a hustler," "a smooth proposition" etc. Who can blame him for doing it, if he can? That is just the point. He has a right to get all the business he can. But you, too, have rights! You have a right to say just how much business he can get from *you;* and just how far he may go with plastering up the face of your store with signs. Blame yourself if he "puts one over," and you do not recognize your store front after he is through with it.

Signs have been used on buildings in all the building ages. This is proven by the silent testimony of ruins of ancient structures of both the commercial and public kinds as well as by drawings and paintings centuries old. The ancient Greeks and Romans found them necessary, but they found ways to place them on their noble structures in such a manner as to make their presence agreeable. The builders of early times seem to have tolerated nothing that tended to mar in the least degree the beauty of *any part* of a structure. It seems that to them, defacing the most trival detail meant ruining the beauty of the whole. They seem also to have considered as useful only such things as contained artistic qualities sufficient to satisfy the technical eye and serve to elevate the standard of beauty which the less discriminating lay eye would look for, measure by and be satisfied with.



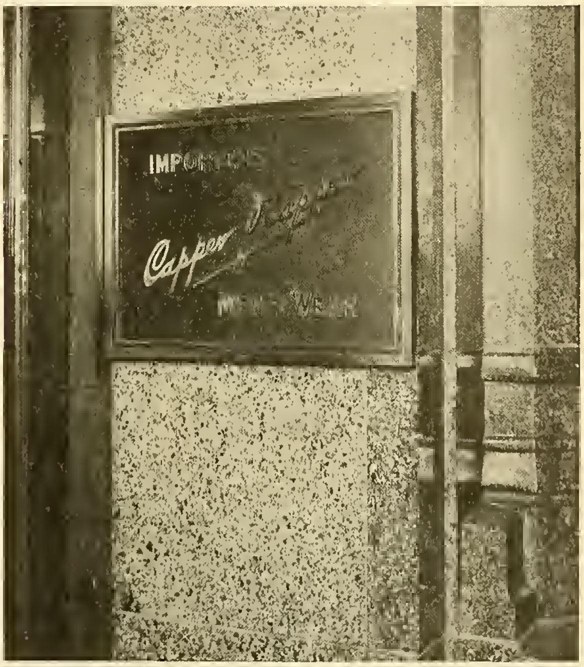
Here we find a great retail establishment confronted with the difficult problem of selecting locations for signs on a front consisting of metal cast into a wealth of detail which extends to a height of three stories. The beauty of the front lies largely in this elaboration of detail, and to cover any great amount of it would mean to disfigure the whole. In working out the decorative scheme no provision was made for signs, but signs there had to be and they must be made to speak out plainly, distinetly for this big store. In their solution of this problem Carson, Pirie, Scott & Co. certainly got as pleasing a result as could be expected or desired. Their well-located sign made up of polished type and border of bronze on a stippled field of the same material is plain quiet but forceful. It stands out in sharp yet not "jarring" contrast against that riot of detail and does not obscure a great deal of the same. Somebody's admirable judgment is in evidence here, too, in not having the sign large enough to accommodate another line or two to tell the nature of goods sold within. The windows tell that; so why repeat it—and make the sign over-large by doing so.

As much cannot be said of our modern builders nor the owners of buildings, taken as a whole throughout the United States. Too bad!

Mind you, this is not meant for a "knock." If anyone feels inclined to "knock" this glorious old country of ours, or its good people, let him first prepare to defend himself—fight. The things said here are merely little brinings-of-things to notice. Just reminders —"lest we forget." Call some of them criticisms, if you like. Just criticism seldom hurts. It often does good. Let's try some more of it on the sign painter and his customer—the average fellows, of course.

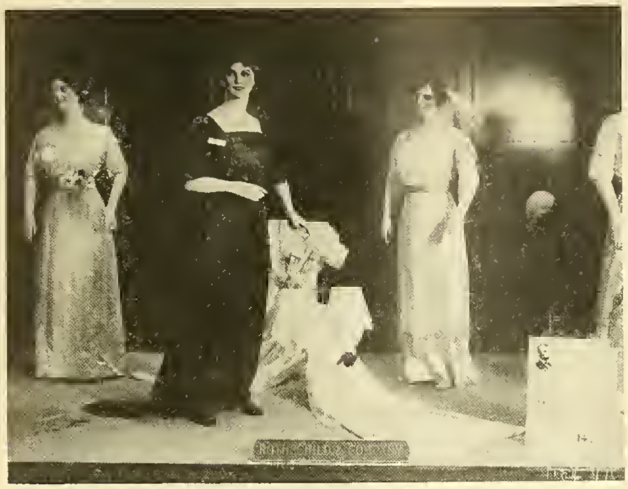
A few years ago a friend of mine, who conducted a large sign business, spent several weeks touring Europe. During a conversation after his return to Chicago, I asked him how the European cities compared with ours in point of beauty. He said "Oh, we can learn a great deal from those foreigners about cities beautiful, and there are a lot of things they can learn from us. A great many of their business buildings look awfully bare. They are five hundred years behind the times. They need some American sign painters over there. Didn't see a good big modern sign on my whole trip through half a dozen countries. In most places the signs are very small and plain, compared to the kind we turn out and use here."

When I asked him if he didn't think the lack of big, over-done signs constituted one of the real beauties of some of the European cities, I was favored with a look of disgust and this reply: "Well it's no place for a sign painter."



A sign of bronze; very legible even from a considerable distance; of very plain design, the severe lines of which are in harmony with the Gothic architecture of the building. It was made to fit thc exact spot it occupies and a better place could not have been selected. See how nicely it fits and how it "works" without defacing or in any way interfering with a single architectural detail. True, it covers quite a space on the face of the granite pier, but the material of which it is composed being of the same enduring character as the granite itself, makes it appear accompanying rather than covering the granite, and while there is contrast, harmony still prevails. It is plain that the longer dimension was considered first and that good judgment of proportion determined what the other should be. Once the matter of size was settled the information it bears was placed in three saparate lines, each telling its own story in a direct, distinct manner. To those familiar with the house and the firm signature a glance tells all; to others the other two lines furnish all necessary details. It is a sign that is bound to impress favorably all who see it.

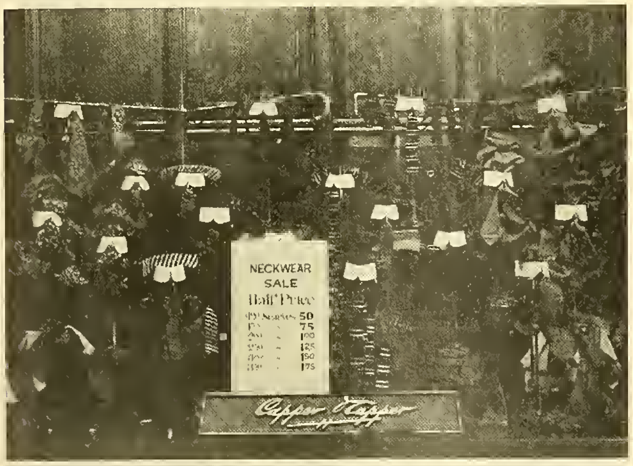
Then I took a little walk within our "loop" here in Chicago and observed. Had not gone very far when a very clear understanding of my friend's statements was arrived at. At a mere glance in any direction I could see why he was prosperous and satisfied in the sign business in this great American city. There were signs at every turn; all kinds; of every imaginable color, size, shape and material. Yes I understood why European cities ,with their "bare" buildings were "no



Rothschild & Company, like many other progressive firms, believe a small, neat bronze name plate placed within a show window in plain view of passers-by does not detract from nor mar the effect of a display, while it does serve to keep the firm name before the public in a quiet, agreeable manner. These name plates, now much favored by the best stores are to be had in any desired size or design; are portable affairs, usually made with a supporting bracket cast on the back. Cost varies, of course, according to size and design; but whatever the price paid it certainly is money well invested. The design used must necessarily govern the dimensions of a plate and some degree, but the smaller it is the better—as long as it is legible, 100 per cent efficient. See those of A. Starr Best and Capper & Capper.

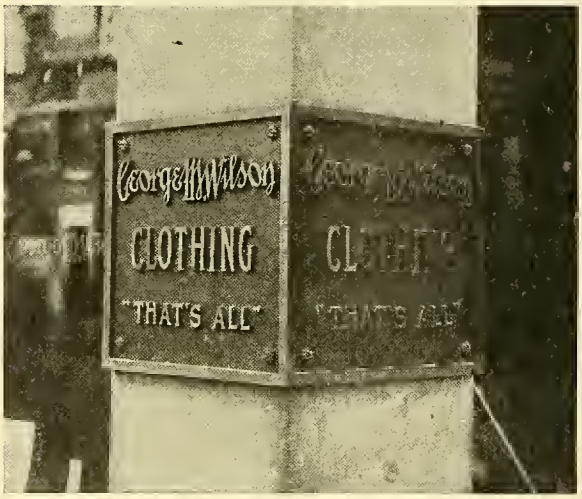
place for a sign painter" while our own cities were *just the place* for them, because just such conditions as I had observed could be found in nearly every city in this country.

Conditions were not found so extremely bad everywhere, however. Here and there I found a store front on which were signs as legible as could be desired—the "very small and plain" kind that my friend disliked—yet so neat, quiet, dignified, and placed with such fine distinction of judgment as to make a fellow feel like going inside and thanking the proprietor—for doing a mighty good thing for himself and his business; for using common sense. One stately structure, covering almost a full block of ground, towering upward to a height of a dozen or more stories and housing a great retail business, was seen. It was "bare" of signs except at the street corners and at the entrances where, fastened to massive granite piers that supported the upper structure, were handsome tablets of bronze bearing the firm name. Nothing else in the way of signs. Nothing else was necessary. Anything more would have been superfluous. The display windows told plainly enough what was handled within.



Last but not least—certainly not least in size—is the window name plate of Capper & Capper. It is clearly designed plate, but much too large for the window. It "hollers" and takes up too much room. Something wrong here! That half-sheet display card, also is too large. A splendid sale-display of neckwear killed by two big "overgrown" signs. If those signs were half the size (or even less)—they would do just as much work and at the same time create a better feeling. Too bad! But a good lesson. Look at it and then don't do it yourself. Let the bronze sign man submit full size designs on paper. He will do it free of charge; and then you will both know just what you are going to get.

Great! A fine large commercial building, with a frontage on four streets, that looked "bare"! Signs enough there, however. Not so very large, but *signs of character* that did the same work for that big house that could be expected of signs of *any* size. And why? Because they were so placed that few passing eyes could miss them, and they seemed to bear a real relation to the building. There was a place for them and they were in that place. To place them elsewhere or to make them bigger or to add others would mean to disfigure the face of the structure much the same as an ugly scar would mar the beauty of a handsome human face.



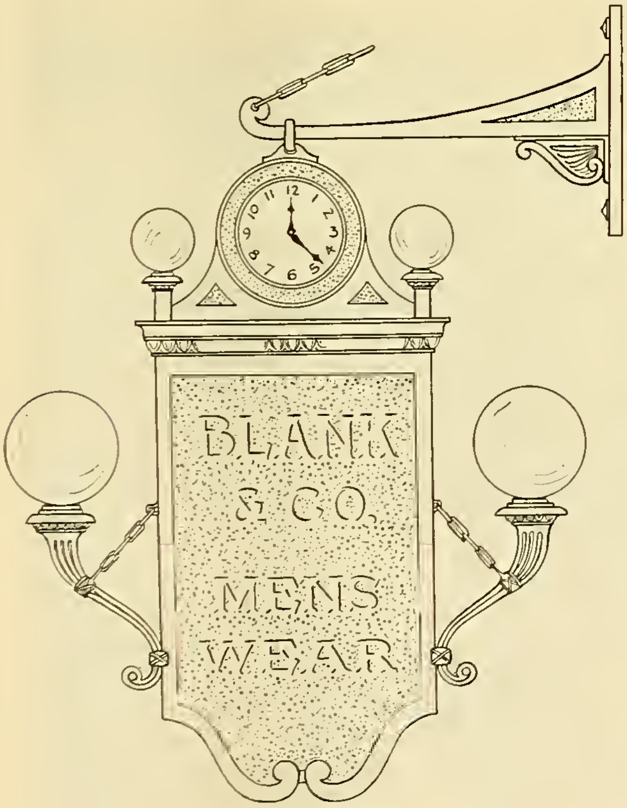
George M. Wilson believes in telling us his name; that he sells clothing; and in emphasizing the fact that he sells nothing else. He evidently believes, too, that it does not pay to stint on the price of such an important thing as a sign for his store—and he is right. He selected the best material known for out-door signs; knew the worth of a splendid design; and evidently he has a well developed sense of proportion. He brought the best—and he was wise, for he will never have to invest in another such sign. This one will undoubtedly outlive Wilson, and it will always be a sightly affair. There is nothing faddish about it, nothing to get out-of-date. It is conservative, sensible and good for all time. It is conspicuously though pleasingly placed. Seems to belt that massive column; to be a real part of it; can be easily read from across the street and from all directions. Wilson knows good signs when he sees them; and he knows how to use them.

Try this sort of thing yourself. Go out into the street—any street, anywhere—and observe. You will find conditions much the same in every American city. You will find stores "signed up" in the sign painter's ideal sort of way. Look at them! Does the sight appeal to you, please your eyes? You will occasionally find a front on which there is just *one sign*. It seems to be a part of the building, it belongs there; it seems to tell you, in a dignified way, in quiet voice the proprietor's name and the kind of goods he sells. Does that *not* appeal to you? After looking around at neighboring fronts that are litterly covered with signs and then letting your eyes turn back to this one, does it not seem to you like finding an oasis in a desert? Does not the store with the clean face and quiet yet forceful voice make a better impression than

A. Starr Best finds good use for two of these little bronze plates, and he has two good ones. As I have seen these plates myelf and haven't an axe to grind or rather signs to sell, can express myself freely. These plates look much better in "real life" than they do in the picture; and I'll venture to say further that they more than earn their cost and keep every week in the year.

the ones whose faces are sore and plastered with signs that seem to "holler"? Take a look. Think.

Of all "hollering" signs—always put up with an aim to *force* attention—the ones hung out over the walk are the worst. That is, the average ones we see so hung. They are usually cumbersome- box-like affairs to which sightliness is as foreign as the supporting hooks, brackets, braces, guy-wires, etc., which invariably go with them, are devoid of beauty. And if they are of the electric variety! ! ! Let us not discuss electric signs. They are bad for the eyes—any way you look at them. And I can't think of them in any other than profane language; so had better not try to write about them.

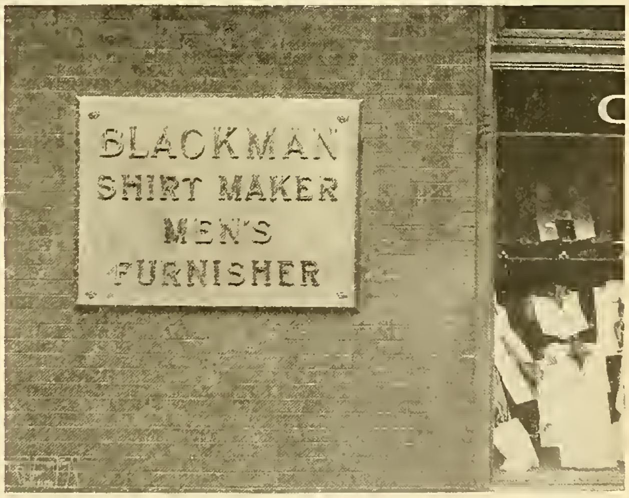


A SUGGESTION FOR HANGING SIGN.

We shall show just one design to suggest a change from those in general use today. Any number of different designs could be worked out along the lines of this idea, and if care and good materials be used, something of this kind would certainly be more ornamental if not more useful than most of the hung-out signs we see today.

It will be noticed that a clock is used as a decorative feature of this sign and the whole affair illuminated by large electric lamps that are themselves, ornamental, making the illuminating feature not displeasing to the eye at any time, night or day. Think of the day-time appearance of the average electric sign, then you will understand why it is claimed something of this kind would be an improvement—a much needed step in the direction that leads to betterment. The clock is a particularly good feature. There is undoubtedly nothing better for a "marker" or feature for quick identification of a store than a handsome clock that the public can depend upon to register the correct time from day to year-end. There are of course other places than on such a sign as this to put it. It is a sign in itself, or will become one if placed so its relation to a store can be seen with the same glance of the eye that seeks the time of day. But whatever you do, if you use a clock on your store front, don't write on the face of it: "It is time to buy so-and-so." That idea having become time-worn and wearying—if not weary—died several years ago," and was laid to rest with: "We lead, others follow." Long may they slumber in peaceful oblivion.

We are gradually thining them out—those useless, senseless old-timers. Let us keep up the good work all along the line, especially in this matter of signs. In time we may merit the admiration of other countries for our good taste and sense just as we now receive due credit for our ability to hustle and kill ourselves trying to put on still more speed in a mad rush to pile up wealth—that cannot buy such a simple thing as the happiness which sight and appreciation of things



Blackman makes shirts and sells men's furnishings. He tells us this in good plain English; and while he han't a very large tore, one look at his signs is eough to convince us that he is no fly-by-night merchant. His sign bespeaks permanence and sincerity. Blackman evidently realized that that broad expanse of severly plain wall could well accommodate a sign of pretty fair size without making it appear like a "hollering" affair. And he wasn't stingy! That bronze sign of his represents no small cash outlay—but it is right. It is the right size for and properly placed on that wall. If larger it would holler; if small it would merely whisper or else be entirely silent because lost on that big plane. It is just right, Blackman—and I'll wager you've got a good, level business head on your shoulders.

beautiful bring. To improve our signs and manner of using them will help some. And if we try for improvement everywhere we may yet catch up with "those foreigners" whom my friend thought were five-hundred years behind the times. Do you believe they are so far behind? I don't. I believe they are at least four-hundred years ahead of us in many ways and things including signs. During nearly all the four hundred and more years we have been here in America we have been too far away from certain influences which our European cousins have felt and fostered and profited by. I mean the influences of the fragmentary as well as intact, things artistic which have weathered the centuries and lie strewn over all southern Europe. Many scoff at the idea of our being able to learn anything worth while from those old heaps of ruins and the "junk" dug out from ancient cities that have laid buried for ages. For a great many years we *didn't* learn anything from them—but Europe did. And until quite recent years we were content to take, second hand, from modern Europe the knowledge she gained from close association with and study of them. But now we are beginning to wake up, improve, get wise. We now go direct to the source of knowledge. We are forming the habit of wanting things to measure up with the very best, and for a standard of measure we want the best the world has ever known. Our master architects, the big fellows who design our finest public buildings, pack up and go over there every now and then to freshen up, get ideas, learn something. Then they come back and give us just such things as the ancient masters put into their buildings—signs and all. Gradually they are developing in us a sense we didn't know we possessed—too gradually! But they have got us started, and a start means a great deal. Seems queer that we've got to go back into the dead ages for things really artistic and beautiful, copy the ideas of long-gone creators of these things in order to progress, doesn't it? But that is just what we should do, must do and best of all just what we are doing, so there is much hope for the future. We have finally taken to the long, broad highway that leads to the development of a sense which, when once developed brings more real happiness than a wealth of gold. In time we will all be able to distinguish good from bad in everything, including signs. Who, then, will tolerate signs that bespeak bad taste.

Now if you are interest in this sign matter, and your patience is still intact after following me thus far, look over the accompanying illustrations read the commentary matter under each one, and see if our opinions differ to any extent as to what is good and bad in signs and the various ways of placing them.

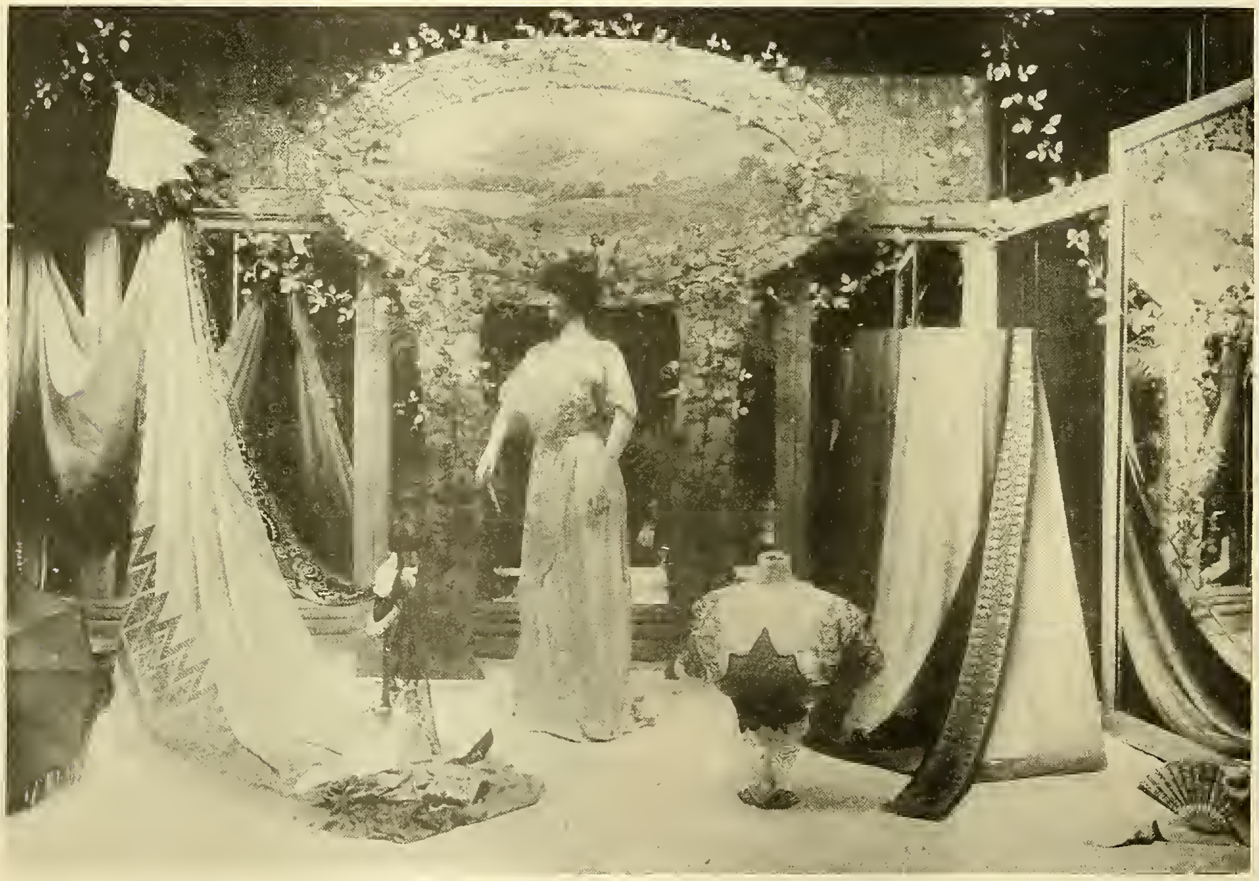


Plate No. 7169. Spring Display by A. Hagen for the Grand Leader, St. Louis, Mo.

In the middle of the back was a long oval which served as a frame for a landscape. The oval and its supports were covered with small roses and ferns. The foliage was in spring colors. All of the merchandise shown in this window was in shades of green. Smooth white felt was used on the floor.

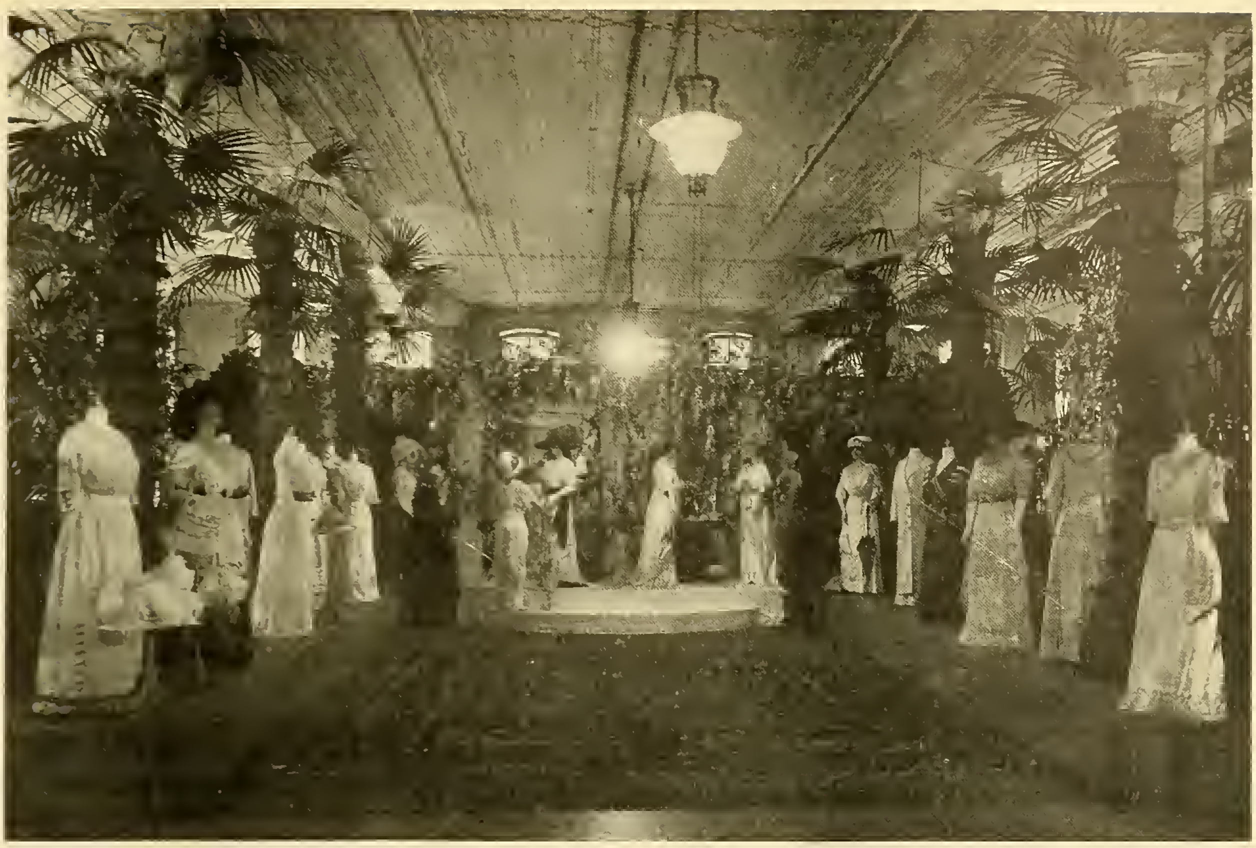


Plate No. 7170. A Palm Beach Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

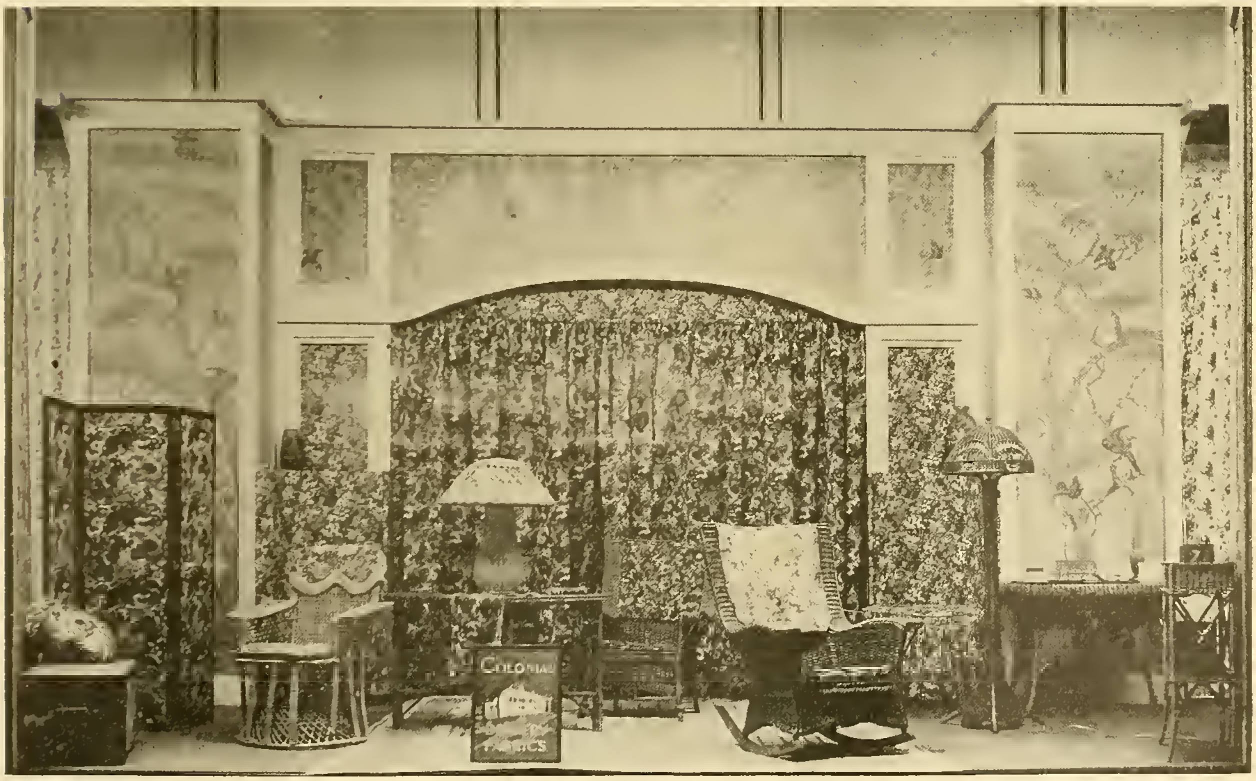


Plate No. 7171. Display of Draperies and Summer Furniture by Marshall Field & Co., Chicago.

This display is so clear that no description is necessary. The same background design with some variations, would serve very well for showing almost any kind of goods. The panels could be filled with paintings or the handsome designs in art wall paper that may now be had would answer the same purpose. This was one of a series of window showing cretonnes and summer furniture. An interior display was conducted at the same time.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . . Established 1893
"The Show Window" . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
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RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba - - - $2.00 a Year
All Other Countries - - - - - - - - - $3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.

Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

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⁂Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

March, 1913

CONTENTS.

The New Hub 17
A Good Plan 24
Men's Wear Display. H. C. Davis 28
Sensationalism 34
St. Patrick's Day Displays 34
A Doubtful Expedient 35
Our Monthly Prize Contest 35
Notes from New York 36
Two Spring Openings 38
Courtesy 39
A Co-Operative Catalogue 39
Card-Writing. G. W. Hess 40
Fixture Manufacturers Meet 43
Suggestion for Background 46
Commissary for Employes 50
Bernheimer's of Baltimore 50
N. A. W. T. of A. 54
Twin City Decorators Meet 54
Grand Rapids Local Formed 56
The Ideal Store 56
The Earliest Easter 58
Safe Credit System 60

Sensationalism

RECENTLY one of the big department stores in New York advertised new silver dollars for 90 cents. This is an advertising stunt that was used frequently, years ago, by cheap clothing stores to draw a crowd but, so far as the writer knows, the New York store is the first establishment of any size or importance to adopt the idea which, at best, is a cheap bid for notoriety. It is extremely poor advertising and can serve no useful purpose other than to bring to the store a class of people who are not likely to prove of any importance as customers. The dollars for ninety cents will draw a crowd all right, but as the sales are limited to one to a customer and the supply of dollars is also limited, there are many people who are sure to be disappointed. Any woman who fights her way through a mob to buy a dollar for ninety cents, and when she reaches the counter finds that the supply is exhausted, is reasonably sure to feel that she has been "stung." But there are few women whose trade is worth having, who would subject themselves to the necessary pulling, pushing and crowding in order to make ten cents.

Everyone who has average intelligence sees at once that this is simply an expedient to get people to visit the store and the logical deduction is, that if people must be paid cash to come into the house, there must be something radically wrong with merchandise or prices. A store must be poor indeed in merchandise offerings if it must offer currency to draw crowds.

The only kind of advertising that pays in the end is that which builds up the reputation of the store as a good place to buy things. The most successful advertisers are those who persistently and consistently publish the fact that they have good merchandise and good service, and at reasonable prices. They do not claim to sell for less than cost and they do not sell dollars for ninety cents, for everyone knows that every store must make a profit on its merchandise in order to keep going. The store in question would have done better to have tossed into the street the money used for this stunt. The day for cheap sensationalism in merchandising has passed.

* *

St. Patrick's Day Displays

ST. PATRICK'S DAY is an occasion that appeals to most window dressers as an opportunity for a special display. And it is an opportunity. Unfortunately, however, there are few decorators who do it justice. The usual St. Patrick's Day display is a very weak and indifferent affair—a flat failure from an artistic or commercial point of view. In the first place, the trimmer generally tries to make his St. Patrick's Day display humorous and that is a mistake. Then he has various favorite symbols that generally serve as stumbling blocks. There is the harp to start with. Evidently, to the average decorator a harp is a harp, so he introduces any sort of a harp he may be able to get hold of. We have seen everything from a zither to a banjo introduced in St. Patrick's Day displays. If a real harp is used, it is almost invariably a modern instrument of the Italian style, which is about as appropriate for a St. Patrick's Day display as a bass drum would be. If a harp is used in the window on the seventeenth of March, it should be an ancient Irish one, or a reproduction of that old fashioned instrument.

Another favorite feature of the amateur decorator is a setting representing St. Patrick driving the snakes from the Emerald Isle. This scene comprises a figure representing the trimmer's idea of the Saint, and an abundance of snakes. Apropos the snake idea, we remember to have seen a series of department store windows in which the chief decoration was a serpent about the size of a boa-constrictor, cut from cardboard and painted in stripes of vivid green. Instead of undulating sideways as most self respecting snakes do, this astonishing reptile evidently progressed after the fashion of a caterpillar. And the decorator who designed this display thought that it was an unusually fine specimen of the decorator's art.

All of this trumpery should have no place in a show window. It is ridiculous rather than humorous, and it is not calculated to bring business to the store. By all means, put in a St. Patrick's Day display, but make a business proposition of it instead of a joke. So far as St. Patrick himself is concerned, he had better be eliminated for he is a religious rather than a commercial subject. Any big department store can make an exceedingly attractive display that is suitable to St. Patrick's Day and which will also sell goods. Pick out some Irish linens, or anything else that is Irish, and make a display. Decorate the window with silk Irish flags and just enough green draperies to give a color effect without overdoing it. Then add a few photographs of Irish scenes and, if you can get them, some natural shamrocks, pieces of heather, turf, etc. If you have on hand a few blackthorn sticks, they will help out, and any genuine Irish relics will add to the interest. But whatever you do, omit the snakes.

* *

Pulling Together

AS A GENERAL RULE there is in every community an abundance of business for all of the stores situated in the locality, and the local merchants would all get a great deal more of this business if they would pull together instead of lying awake nights trying to figure out some scheme for winning away a few customers from the fellow across the street. Undue local competition leads to added expenses which in turn mean higher prices and higher prices give the catalogue house a chance to get in.

One of the expenses of strenuous competition is from excess advertising. Nearly every merchant spends a lot more money for advertising than is necessary just to keep up with some competitor who also is spending more than he should. We don't mean that merchants should cut out their advertising but it should be cut down to a sensible footing. By advertising two or three good leaders, a quarter of a page will often bring as many people into the store as a whole page filled with miscellaneous offerings. There are many other ways in which money could be saved if merchants would get together and become better acquainted with each other, and the public would be benefited by the arrangement.

* *

A Doubtful Expedient

YEARS ago it was a rather general custom for merchants to pick out some unusual value of which there was a very limited quantity and advertise it without stating the number of pieces to be sold. Early visitors quickly exhausted the supply and the many who came after were told that the goods were "all sold out." This expedient served to draw people to the store and the merchant took the chance of selling the disappointed ones "something just as good." However, after having been fooled a few times customers became wiser and looked upon this subterfuge in the same light as any other form of trickery. The wise merchant of today is very exact in stating the quantities on advertised lines when it seems probable that the supply will not equal the demand.

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

NOTES FROM NEW YORK

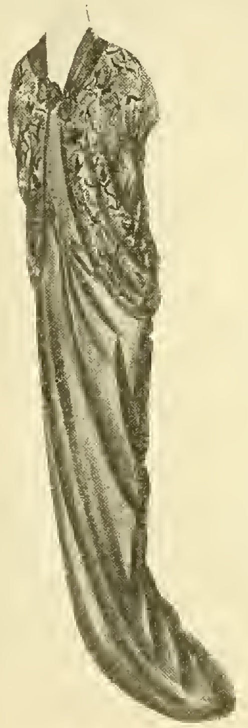
SOME MORE EXAMPLES OF MR. FRANKENTHAL'S BEAUTIFUL DRAPES SHOWING APPROVED FASHIONS FOR THE COMING SEASON—DRAPES PRODUCE IMMEDIATE RESULTS IN THE SHAPE OF LARGE SALES

F. F. Purdy

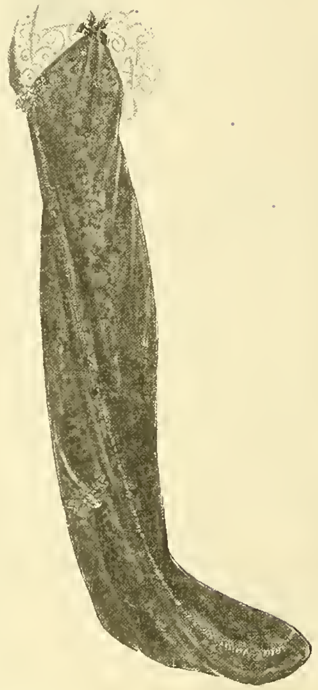
THERE was a beautiful window front at Altman's in February featuring drapes with the new Bulgarian effects in dress fabrics and trimmings, also "gauze Velvets" and the new poplins. Narrow skirts and long draped effects are the rule in the designs that Mr. Frankenthal has put into the drapes he showed in the fine stretch we speak of. He mentions chartreuse, copper, blue and tan as the colors of fashion, with some use of red as well. The rich Bulgarian designs and hues are highly favored in trimmings, doubtless apropos of the war in the Balkans.

Aside from the drapes in the windows, Mr. Frankenthal has perhaps a score more of waist drapes on the counters of the silk and dress goods departments, and the writer made the rounds with him. "How does this stuff go?" asked the artistic Altman decorator of the salesman behind the counter. "Over 100 meters already," was the reply. "How is this?" was another query regarding another beautiful tint of fabric used in another drape. "All gone," was the sententious reply. And so it went. The handsome drapes on the counter and in the windows were potent sellers of goods. The evidence abounded on all sides. And the beauty of it is that this artist is a better creator of styles than most people who make a real business of it. Thus Altman not only gives the dressmakers and shoppers real ideas, but the ideas, as exexpressed in the original drapes, do remarkable work in selling the goods.

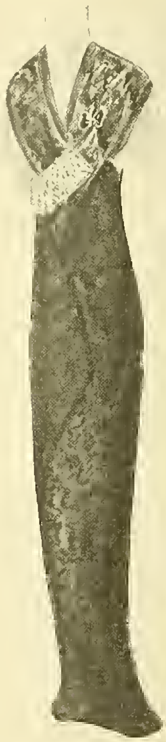
We illustrate herewith a few of the most characteristic drapes as shown in the fine stretch, as follows:



DRAPE No. 1.



DRAPE No. 2.



DRAPE No. 3.

No. 1.—Rose color satin skirt draped in the back, the jacket or cloak in connection being of Bulgarian colored silk, ornamented with blue and chartreuse figures, with blue ribbon at neck, cloak being draped in Japanese effect.

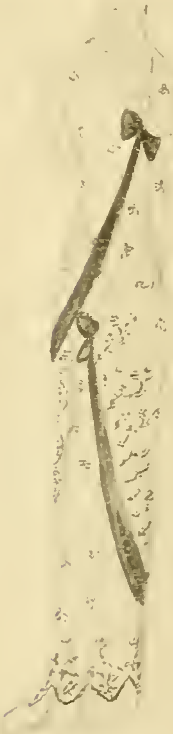
No. 2.—Gown of figured gauze velvet, ornaments including butterflies of rhinestones and a long rhinestone string trimming very popular now. Waist of all-over silver gauze, high on which the skirt is caught by ornament of fruit, one of the newest ideas for spring.

No. 3.—Skirt of blue flowered poplin made of five yards of goods without cutting. Waist of Bulgarian effect gauze ribbon with blue figures matching the blue in the skirt, handsome lace trimming being used.

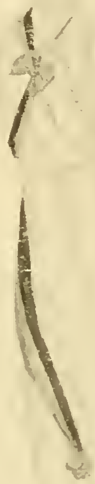
No. 4.—Drape of white wash goods at $5 a yard with figures of yellow flowers, five yards being used. Blue trimming, matching finely in contrast the yellow flowers.

No. 5.—The new batiste wash goods, the stripe in which is of the fashionable thick Turkish toweling effect in light green, and trimming lavender, with green ribbon.

The J. L. Kesner Co. created a furore last month by offering for one day 5,000 brand new silver dollars from the Mint at 90 cents each. The sale started at 9 a. m., and each customer was limited to a purchase of one dollar. Visitors were requested to bring even change. The headquarters for this enterprise was on the fourth floor. which, it is hardly necessary to say, was mobbed. and the firm delivered the goods. This scheme was not limited simply to women, as it would appear should have been the case, but everybody was supplied. first come. first served. The crowds, after getting what they wanted, filtered through the store from the fourth floor down, and as all had a dollar or more with them as they meandered on their way out. there was a more or less favorable effect on the sale of merchandise. This looks at first blush like a big enterprise, but it only cost $500. The plan might appear questionable, but the Kesners are bound to get people over on their corner and into their building, and it was evidently a "war measure." At this writing they are holding what they designate as their "First annual rummage sale." A "rummage sale" was held about a year ago, however, and it must have had its merits. or it would not have been repeated. It is a hard name, nevertheless, for women to stomach who have dainty ideals of merchandise of delicacy.



DRAPE No. 4.



DRAPE No. 5.

Mr. Balderston, who recently returned to Forsythe's. has again gone South to accept another position, and Mr. Buswell is again at the decorative helm at Forsythe's.

The Outlet. at Providence, is gradually completing a new addition, and the front of this building, as well as that of their older building, will be of Deco veneer, the installation of which will be begun right after Easter.

Some of the finest windows hereabouts feature laces and dress trimmings, and it is evident that there is room for much more attention to this branch of window trimming in our interior cities. If you want a smart effect, there you have it—far better than by using elaborate and heavy backgrounds, which are becoming relics of the by-gone ages. Mr. Katz, at Abraham & Straus, Brooklyn, had a beautiful window in last month featuring Venise gold and shadow laces and tunics, with a use of wide laces on forms, draping of laces in long sweeps, and pointing up a fine display with the use of novelties.

Mr. Bolt, decorator at Kesner's had a fine uniform sign for the January White Sale, part of the sign being a white sail in plastic bas relief, bellying out toward the onlooker in most realistic style. There was one of these striking signs in each window, and inside there was a forest of banners, entirely of cloth, but of similar design. After the white sale one of the features was a shoe window—a double window, in fact, in the center of which the old woman who lived in a shoe—or the big shoe, rather—with the old woman on the job and many dolls and shoes, etc., being arranged all over it. The shoe was immense and yet there was room on both sides of it in the big double window for a strong showing of shoes. Mr. Bolt has put in some good systems at Kesner's, and seems to have some good ideas, and it appears likely that after the many that have preceded him, he will be the man to settle down on the job.

Al. Manee, at the O'Neill-Adams Co.'s, is getting ready to put in a new background—probably will have it in by the time this is printed. The proposed background is of compo board in big "sheets," which are joined together after being put in, and ornaments of various kinds being put on over joints and elsewhere. These series of plastic ornaments, which will form a border for top, and outline panels, etc., are said to be inexpensive comparatively, and to impart a fine appearance. The new background in the big Macy corner window, by the way, is being put to good use, being of mahogany against which, of course, mahogany furniture is effectively shown.

Here was a very striking scheme of display that attracted much attention at Saks' recently: Long glove forms in white mousquetaire gloves put out horizontally over upright fixtures (with glove form often over a handkerchief or jabot), while hanging from the wrist of the extended arm was a black bag, the handle being of a good length in most cases. The bags were of various materials—but all solid black, and the contrast was startling and the arrangement graceful.

Mr. Balderston, formerly decorator at Forsyth's, and who left a month or two ago to accept a similar position at Richmond, Va., has returned to Forsyth's as the result of a pleasing inducement, we understand, while Mr. Buswell, formerly at Forsyth's, is now decorator for the Bernard-Francis Co., of Richmond.

Mr. Lewis, formerly of Harry Bird's staff at Wanamaker's, and who left with some of his associates to go to Filene's, in Boston, is now head decorator for The Outlet, of Providence.

W. F. Reid, the new decorator for the fine new store of Cohen Bros., Jacksonville, Fla., made a visit to New York in January. The Cohen store has been doing a fine business since the opening last fall.

Winfield Scott Meyers, of the L. A. Feldman Fixture Co., is spending several weeks in Texas for his health. Mr. Meyers is a native of the Lone Star state.

In connection with the widening of 125th street a new front is being put into the store of the L. M. Blumstein Co.

Terre Haute, Ind., jumps to the front with something new in the shape of guaranteed advertising, news of which has just reached here. The A. Z. Foster Co., furniture dealers of Terre Haute, have deposited $100 with the Terre Haute Trust Co., to be given to the first person who furnishes proof during 1913 of an incorrect or misleading statement in any Foster ad., which is not caused by typographical error, the Trust Company to be the sole judges. The Foster people feature this strongly in their advertising and feature a letter of acknowledgment from the Trust Company dated January 7. If any other establishment has blazed the way to guaranteed advertising ahead of Foster, we should be glad to hear of it. The plan is obviously worthy of serious consideration.

Just as soon as the new parcels post rates went into effect the house of John Wanamaker was out with a page advertisement giving the public full information on them, announcing the fact as well that a branch station had been opened in the Wanamaker store. The latter is an important feature, because the postal regulations specifically state that packages to go by parcels post must not be put into the boxes into which packages and papers were formerly placed for collection. The prompt opening of a postal station at Wanamaker's for packages is simply indicative of the alertness of the management in dealing with everything that comes up in the most businesslike way. The new rates should be a stimulant to the mail order business of all depatrment stores everywhere, and the relation of the mail business to aggregate sales has been carefully studied by hundreds of houses all over the country. Wanamaker's has been giving away thousands of sheets showing the zones and the new rates, and giving full information, of which the public has stood in need.

The centerpiece of each of Charlie Brandt's windows at the Fourteenth Street Store during the White Sale was a striking representation of the statue of Liberty enlightening the World, surrounded by incandescent lights, and a light shining from the familiar upraised hand of the goddes of liberty.

June is not the whole thing in graduations. Mr. Schmehl, at the Greenhut-Siegel-Cooper Co's., had a fine window with fetching white graduation frocks, with white background of pure white foliage.

Cammeyer's shoe store, whenever anything special is done in the windows, "hits the line hard." In mid-January was a window full of white shoes, some with green laces, among palm and orange trees with oranges growing thereon, to show the styles "Now in vogue in the winter resorts of the East and West coast of Florida." The window bottom was in grass, and the whole scene most striking and realistic, though not at all difficult to reproduce.

* *

Two Spring Openings

BECAUSE of the unusual earliness of Easter this year, many decorators are preparing to have second spring displays later in the season. This is especially true in the northern states where Easter is likely to be ushered in among snow and sleet. Many of the northern decorators have planned their Easter windows so they can, by a few changes, be entirely altered in appearance for the later showing of fashions. This will be done by changing the color schemes and substituting flowers different from those used at Easter.

Merchants in the northern cities expect an unusually good season. Early Easter, they contend, will start the buying much sooner than for many years, and there will be much more social activity following Lent than there is when Easter comes later in the season. This will mean more business.

* *

MANY stores find it an advantage to themselves and to their charge customers to furnish the latter with gummed printed tags or small labels bearing the name and address of the customer. These labels, which are turned out by the store print shop, cost very little and prevent many mistakes in delivery.

* *

ONE of the first rules of most stores is that visitors shall not be importuned to buy. This is an excellent rule but it should not be carried to the point of indifference by salespeople. Even if the visitor is "just looking" the salesperson can often give her unobtrusive attention that will result in a sale.

Courtesy

WANAMAKER'S stores issue what they call "Courtesy Cards." These are more or less decorative cards bearing a sentiment concerning "courtesy," which are distributed among employes and customers. Here are two of them:

Courtesy one to another.

Courtesy is a coin of which we cannot have too much or ever be stingy with. Court manners in the olden time set the standard for the world. It is fair to expect this store to at least try to set the model of deportment and courtesy for the business world. The people who are considerate enough to visit this store have every right to expect ready, cheerful and intelligent attention. *John Wanamaker.*

* * *

Courtesy is the minute hand on the all-day clock of this store.

To be at your best, be well, polite, and a good listener.

When you speak, use a few words, and drop them gently and distinctly.

Give information, but do not argue.

A courteously soft answer is a conducting rod to carry off the lightning of hasty words.

John Wanamaker.

* *

A Co-operative Catalogue

MEMBERS of the Retail Merchants, Association of Norfolk, Va., are considering the feasibility of entering the mail order field in competition with the big catalogue houses doing a National business. The plan under consideration contemplates the issuing of a big catalogue covering practically all of the lines carried by the merchants who form the association. With the aid of the Parcels Post, it is the belief of the promoters, an immense business might be built up, and a territory covered that is now beyond the reach of Norfolk merchants. The plan is the idea of Mr. M. Umstadter, former president of the association.

* *

WANAMAKER'S Philadelphia store recently printed a corset advertisement in which there were some dozen or more caricatures of the changes through which the female figure has passed during the last two or three thousand years. The text of the ad declared that now, for the first time in history, the natural figure is fashionable.

* *

IN ALL parts of the country city councils and state legislatures are enacting measures intended to put an end to fraudulent advertising. When such legislation is made general, the value of honest advertising will be multiplied many times.

A New Enterprise

EVERY year a certain number of window dressers leave active window work to take up other lines of enterprise in the decorating field for which their practical training in the windows has fitted them. The latest window decorator to branch out into other fields is John C. Keller, formerly first assistant to Jerome A. Koerber in the window dressing department of Strawbridge & Clothier, Philadelphia. In the near future, Mr. Keller will launch the Quaker City Decorators' Supply Co. of Philadelphia.

For more than 27 years Mr. Keller has followed the window trimming business, in that time having been identified with some of Philadelphia's leading department stores. During the last 18 years he has been connected with the firm of Strawbridge & Clothier and half of this time he has held the position of first assistant to Mr. Jerome K. Koerber, who is the chief decorator for that concern and one of the foremost men in the business today.

Mr. Keller's wide scope of experience, his practical knowledge of merchandise, executive ability and insight into the needs of the decorating profession will form a valuable asset to the new enterprise. He started his decorating career as a helper in the decorating department of Sharpless Brothers, one of the old time Quaker houses of Philadelphia. From the ranks of the helpers, he rose to the postiion of head of the department and later was asked by Sharpless Brothers to take charge of part of their china and hourse furnishing department. This responsible position he held when only twenty years of age. Some time later he took a position with Homer Le Boutilier & Co. in their interior decorating department. He reamined here for two years and in 1892 identified himself with the firm of Strawbridge & Clothier, then as now, one of the strongest houses in the East. In a few years he rose to the head of the department which place he resigned in 1901 to connect himself with the Ulster Decorating Co., at that time the largest exclusive wall paper and decorating house in Philadelphia. He acted for this firm as manager for some time. Some time later, Strawbridge & Clothier were building important additions to their store and enlarging their decorating department of which Jerome A. Koerber was chief at that time. Mr. Keller was offered the position of assistant to Mr. Koerber and since that time has been his right hand man.

He has held this position with much credit to himself and to the entire satisfaction of the store up to the present time. Mr. Koerber will lose an efficient and faithful worker in Mr. Keller, who was always able to co-operate intelligently and efficiently in the important work connected with the decorating of the Strawbridge & Clothier store. However, Mr. Koerber has always surrounded himself with an efficient staff of young men whom he has personally trained to carry out his ideas with remarkable competence, so it is likely that among his many capable assistants he will find one to take the place of Mr. Keller.

Mr. Keller states that his new business will supply practically everything that is needed by the store decorator and card writer. He will carry all kinds of fixtures and materials, including plastic goods, papier mache, artificial flowers, velours, etc. In addition he will maintain a service department which will furnish plans, sketches and practical suggestions covering all branches of store decorating.

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

This is the Twelfth of a series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

MANY requests have come to me this month for an article on music pen lettering. The requests are timely for in all high class stores the size of cards and lettering are going down if nothing else is.

There's an advertising manager on State street today who will remember how less than a decade ago I crossed from one corner of the street to the other and told him I'd like to make a change.

He was and is a good friend of mine. He told one of the junior members of the firm my request and these words floated out to me over the glass partition: "What! hire that man that makes that little letter over here. No, we don't want him."

It so happened that the advertising manager was a man who favored a small letter—the merchandise manager didn't. I was not hired then, but I was within a year and worked there for years. Today, that store with what may be considered the finest windows in the country is using in them a letter one-half the size of the one I was making and on account of which I was not hired less than ten years ago.

The card too, in those windows can be classed as about the neatest in Chicago today. It's a music pen letter.

A study of the cards shown here Nos. 101 to 107 inclusive is worth while before we go to the merits of the pen itself. You may not like the cards. You may say the lettering is too small. The work of three different cardwriters are represented and I'm not going to say who they are. The cards are all quarter sheets except No. 107.

No. 101 is a tan card, initial pasted on, music pen lettered throughout. No other method could be used and get the same effect in the same time or three times as long.

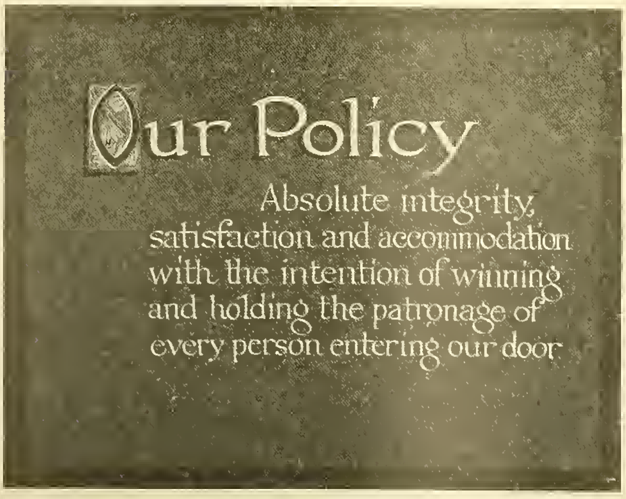
No. 102 is a white card. Roman display type outlined with the pen, body single stroke music pen. A better arrangement could have been used, but these cards are actual show cards, hit and miss, good and bad alike.

No. 103 initial pasted on. Music pen letter throughout. This letter shows the maximum width of letter that can be safely made with a music pen. The lower case "n" is about one-half inch high, the width of the heavy stroke of the letters a scant 3-32 of an inch. Compare this card with card No. 105. No. 103 was made with black ink. No. 105 with green. The cards are the same size, but on account of the difference in color one may not show up as strong as the other.

Please notice though that the card with the reading matter "pulled together" towards the center reads easier than the card with the large letter scattered over a greater surface.

No. 104 shows a card lettered in a modified roman on a silver antique mat board.

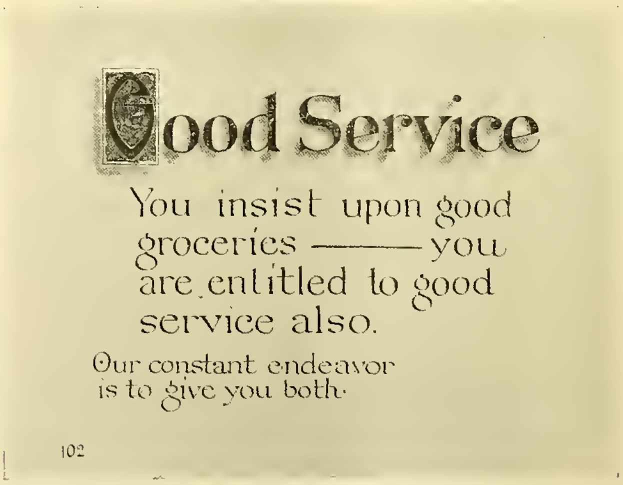
No. 106 is an Eastern opeing card—it's a quickly



Our Policy

Absolute integrity, satisfaction and accommodation with the intention of winning and holding the patronage of every person entering our door

CARD No. 101.



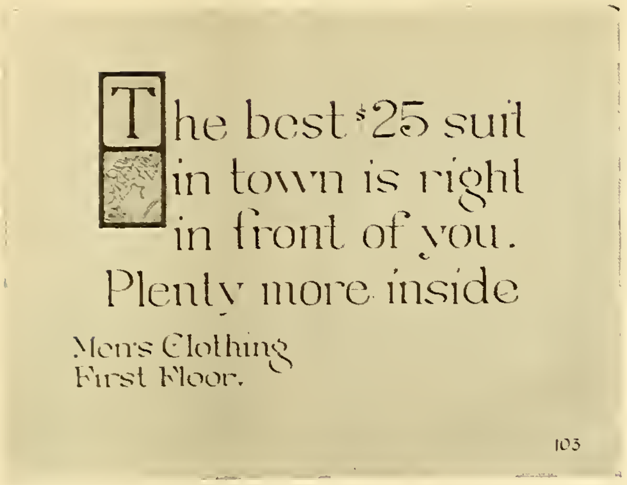
Good Service

You insist upon good groceries —— you are entitled to good service also.

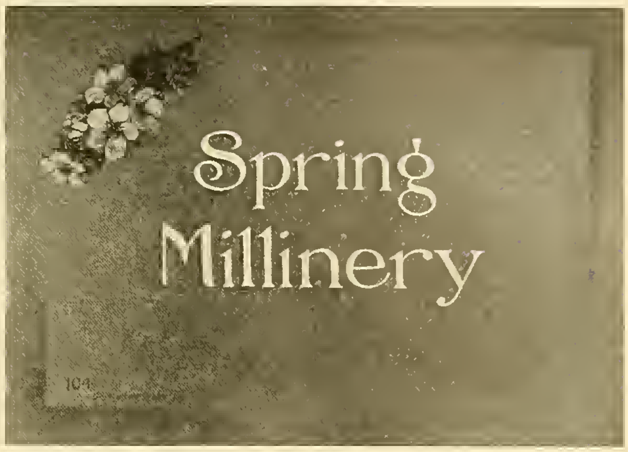
Our constant endeavor is to give you both.

102

CARD No. 102.


The best $25 suit in town is right in front of you.
Plenty more inside
Mens Clothing
First Floor.
103

CARD No. 103.


Spring Millinery
104

CARD No. 104.

lettered card, can be made at a profit for 25c. The air brushing don't help it any. More time should have been spent on this feature.

No. 107 is a 5x14 card for a small window such as shoes, etc.

To use the music pen one must have a fair mastery of the roman alphabet. To the best of my knowledge this pen was first brought into use by Arnold Binger, unquestionably the greatest cardwriter of the day.

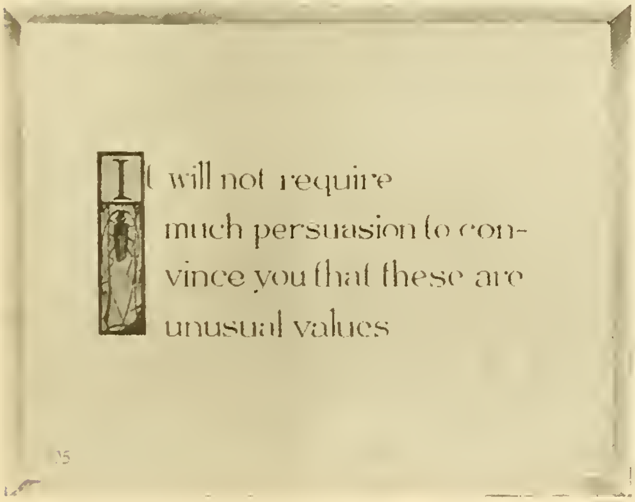
If you have ever tried to letter on mat board with a Soennecken pen and have never tried the music pen, you should do so now. The music pen differs from the Soennecken pen in that it requires a heaver or thickened ink or thin distemper colors. You must not try to use fluid ink.

In all sincerity and truth I want to say to you that none of the letters in the body of these cards are outlined with the exception of the letter "s." The stroke is made by pressure—a gradual beginning and ending:

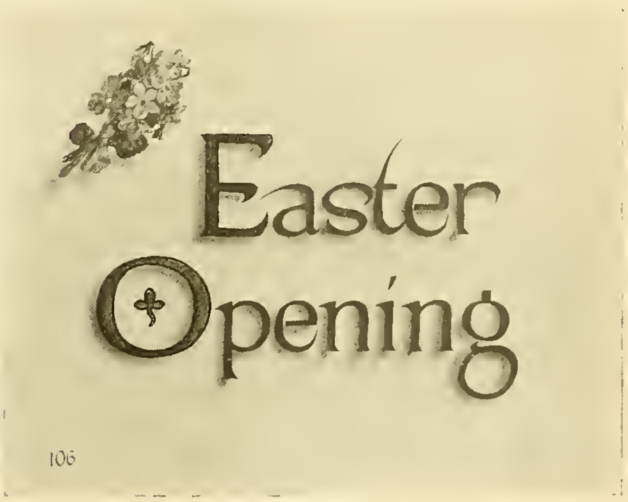
In making a letter "O" the pen is started as you would in regular penmanship. The pressure is now gradually put on the pen until the widest part of the "O" is reached when it just as gradually diminished. The best known pen is perhaps the Leman music pen. A German make is also exceptionally good.

Where a board is used that has a "hairy" surface you will have trouble, for when the pressure is released the pen acts as a "pincher." The best material for lettering with it will be found amongst the following:

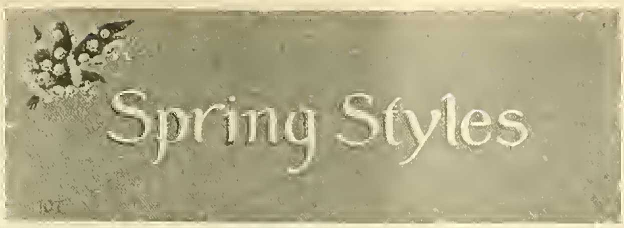
1. Thinned opaque colors now on the market for cardwriters.
2. Thinned opaque paste colors as made for the air brush.
3. Gold or silver bronze inks.
4. White of any kind and for small white lettering it reigns supreme.
5. Dry colors of any kind rubbed up in water and mucilage—but *no alcohol* must be in them.
6. Artists colors in tubes; thinned of course.
7. Tempera colors—a color made in Germany for artist's use, which must also be reduced with water.
8. A good jet black ink thickened a little with regular black showcard ink.
9. *Never*—a thin fluid ink


It will not require much persuasion to convince you that these are unusual values
105

CARD No. 105.


Easter Opening
106

CARD No. 106.



CARD No. 107.

Try thinning down a very little distemper color. Not a lot of it. Just a little. Try putting one teaspoonful of water to two teaspoonfuls of color. Stir. Try it. If too thick add a few drops of water. If the color rubs, add a couple of drops of mucilage.

As the pen gets old and wears down it will make a stroke like a Soennecken pen.

For small, nifty price tickets, one can, when he has learned to Temper his colors make a letter as accurate as a lithographer's engraving if he uses opaque colors and finds the right kind of card board.

I wish I could impress on every cardwriter the importance of learning to make small letters. Thousands of men can be had to make large letters—you can't find the small letter man by the dozen. A man who can make small letters accurately can learn to make a large letter in less time than the man who makes the large letter can learn to make a small pen letter.

Eventually you will use a small letter—begin to learn today. Stress has been laid on the fact that the letter "s" was outlined, this is accounted for by the fact that it is hard to keep even pressure on the pen on heavy strokes other than perpendicular. So on some of the figures such as the stem of the figure "5," it will be found easier to make such parts with two strokes than one.

Roman numerals can be made an inch high so perfect that one cannot tell them from an outlined letter—in fact, they will look better—and at a saving of seventy-five per cent in time. A few years ago attention was called in these columns to the fact that the Lamen pen was not to be had any more as the firm had financial reverses and were in bankruptcy. Today it is to be had. While it was off the market I located a music pen of German make and this differs in this respect—it has a reservoir attached. On this account it will use india ink and a novel modification of the Roman letter will result without any pressure being placed on the pen. Now what has been said previously applies to the Leman and German pen. The statement has been made in books on showcardwriting that were not written by cardwriters that the music pen is used for script writing. This is not true but where it is desired to write heavy script the English Perry pen must be used.

This is the size of the old No. 1 Spencerian pen of our early school days and will flow fluid ink. The larger sizes of music pens hold such a quantity of color that good script is impossible. An oblique pen holder should always be used for script writing.

When I say that a fluid ink must not be used it is for this reason—the use of a thickened ink or color binds it to the pen and retards the flow resulting in the clean sharp letter that is the delight of the skilled worker and the despair of the beginner. I have tried to cover every feature you must practice. Take the word "lot" for example, try lettering it a hundred times or more. Begin with the small letter "o" not over five-sixteenths of an inch high and the "l" about three-fourths inch.

You will find it is sometimes better not to cross a letter "t" or "f" until the color in heavy stroke is soaked in a little. Go on lettering then go back and touch up. This applies on many letter and figures.

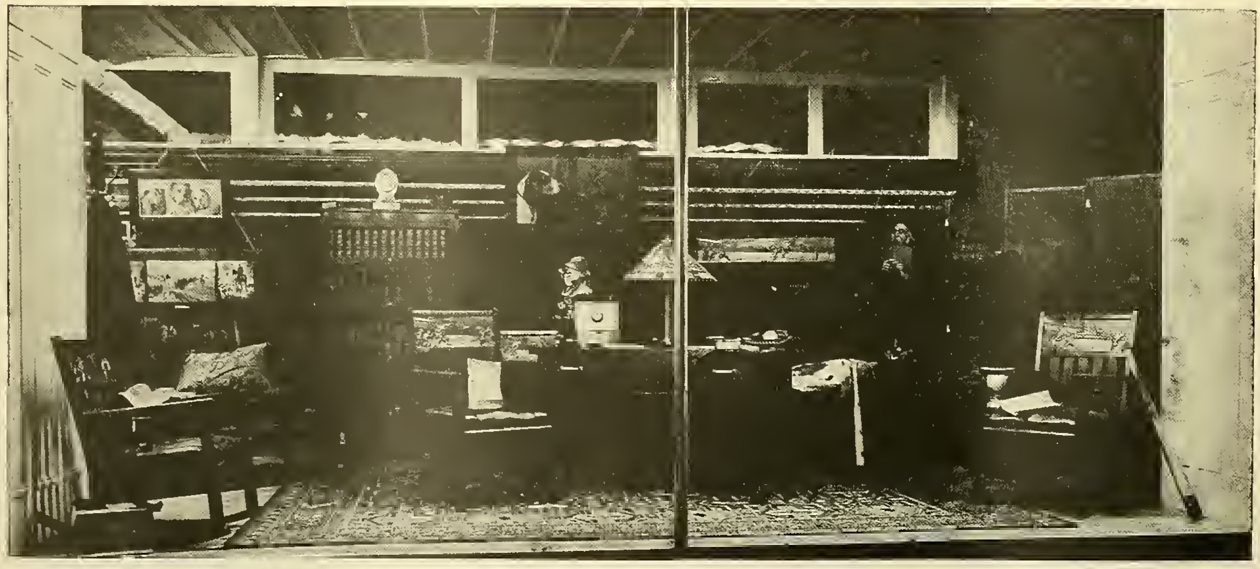


Plate No. 7172. Display of Library Furniture by E. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

FIXTURE MANUFACTURERS MEET

The National Commercial Fixtures Manufacturers' Association holds a well attended and successful meeting in Chicago, February 11, 12, and 13. Plan to conduct an active campaign for revision of freight classification and reduction of factory costs. Will benefit both maker and user of fixtures. In the future, the association will have a paid secretary with offices in Grand Rapids, Mich. To meet in Chicago.

THE National Commercial Fixture Manufacturers' Association held its second annual meeting in Chicago at the Hotel La Salle, February 11 to 13, inclusive. This three-day session was remarkably well attended and was productive of a great deal of enthusiasm. Never before in the history of the trade has so much interest been shown. About sixty of the leading fixture manufacturers from all parts of the country were represented.

C F E Luce, Secretary. Chas. F. Kade, President. Carl R. Knittel, Treasurer.

NEW OFFICERS OF THE COMMERCIAL FIXTURE MANUFACTURERS' ASSOCIATION.

The Chicago meeting of the association was open to all manufacturers of store fixtures and an interesting program was carried out. The meeting was divided into four business and two social sessions, and closed with a banquet Thursday evening. Arrangements were made whereby the manufacturers lunched and dined together during the progress of the meeting.

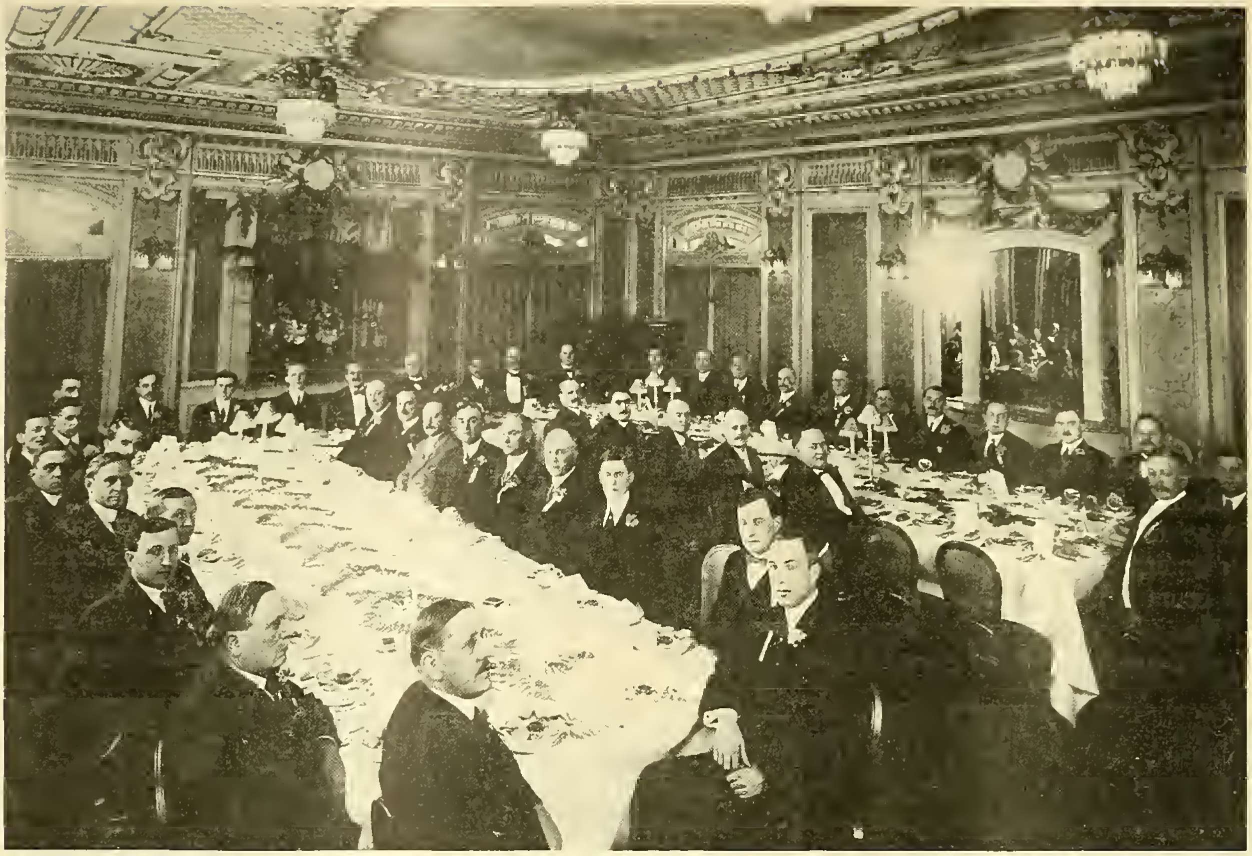
Reports presented by the officers show that the association has had a steady and at the same time rapid growth in membership since its organization and that its financial affairs are in exceptionally good condition. It was shown by reports that the work done by the association in the past has proved of considerable practical value, not alone to the manufacturers, but to all those who use commercial fixtures. This work is now being better understood and will be carried on even more aggressively in the future than it has been in the past, owing to more complete co-operation among the members.

The proposed plans for future work will open to the association a much broader field of operation along more advanced lines than those of the past and are planned to bring about improved manufacturing conditions which will prove of benefit alike to the producer and user of fixtures.

Among other important achievements of the association was the securing of a revision of freight classifications which will result in a considerable saving to the manufacturers and to every merchant who uses fixtures. Until recently show cases and other fixtures have been classified in such a way as to make freight rates excessive as compared with similar lines of merchandise. This resulted in a considerable tax on all users of fixtures and one of the first steps taken by the association was to secure a revision of freight classification on a more equable basis. A substantial improvement has already been effected in this line, but further work in this direction is planned which will prove of still greatter benefit to the manufacturers and to their customers.

Another substantial benefit that will be derived from the association work will be through a general reconstruction of the cost of production. It is believed in this connection that various improvements can be made which will tend toward economy in production and result in substantial savings to makers and users of store fixtures.

During the meeting a great many subjects of particular interest to the manufacturers were brought out and discussed, among which were the greatly in-



BANQUET OF THE N. C. F. M. A. AT THE HOTEL LA SALLE, CHICAGO, FEBRUARY 13, 1913.

creased cost of materials, the unusual length of time required to secure some of the materials, the necessity of manufacturers having more time for the execution of contracts. As to the increased cost of materials, it was shown that improved and more economical methods of production had largely overcome this difficulty.

The trade reports presented at the meeting by manufacturers from different sections of the country showed that business conditions in general in this line of work are very good, most manufacturers having a a good deal of work on hand with excellent prospects for heavy business during the spring and summer These reports brought out the fact that there is a constant and growing demand for store fixtures in all parts of the country.

The experience of all those present indicated that merchants generally have come to a fuller realization of the general proposition that money spent for good fixtures is one of the best investments that can be made. Whereas a few years ago the average merchant was inclined to spend only what was absolutely necessary for fixtures, the progressive retailer of today takes an entirely different view of this matter. The modern merchant has a lively appreciation of the business value of good store equipment. He has found by practical experience that attractive fixtures bring customers into the store; enable him to display his stock to better advantage; conserve valuable space and reduce the selling expense through having stock more accessible to the salesman's reach. This has brought about a strong demand for more and better fixtures, and this demand is growing each year. Naturally this is gratifying to the members of this association who for years have been preaching the gospel of good fixtures.

For the future, the association determined to follow the same general policy as in the past. This policy is best indicated by the slogan of the organization which is: "A Square Deal for the Customer, Employer and Employe." Without doubt, the association's plans for the future will bring about many benefits to the merchants of the country as well as to the makers of fixtures, as the proposed activities contemplate the welfare of the buyer as well as that of the seller.

The reconstruction of manufacturing costs cannot fail to accomplish much for the good of all concerned. This contemplates an interchange of information and experience among manufacturers that will lead, if not to great savings, at least to many small ones that in the aggregate will prove a substantial benefit to the makers and users of store fixtures.

In line with the idea of extending the scope of the association's work and broadening its field of activities, it was decided to employ a paid secretary who will give all of his time to the association work. Mr. C F E Luce was selected for this important post.

He will conduct the office of the association in the Murray building in Grand Rapids, Mich., from which an active campaign will be carried on with the purpose of extending the usefulness of the organization in a much broader way than has been attempted in the past.

The officers elected were as follows:

President—Chas. F. Kade, Sheboygan, Wis.
Vice-President—C. F. Hofman, Rochester, N. Y.
Treasurer—C. R. Knittel, Quincy, Ill.
Secretary—C F E Luce, Grand Rapids, Mich.
Directors—J. H. Servatius, Chicago, Ill.; H. J. Hunt, Detroit, Mich.; J. H. Dimon, Columbus, Ga.; Solomon Himmel, Baltimore, Md.; Joseph Lehnbeuter, St. Louis, Mo.

The meeting closed with a banquet Thursday evening in the East room of the Hotel La Salle, given by the association to its members and visiting manufacturers. Mr. Chas. F. Kade, general manager of the M. Winter Lumber Co., acted as toastmaster. Addresses on subjects of interest to the manufacturers were delivered. Mr. L. M. DuCollum, sales manager for the Sherwin-Williams Co., delivered an interesting talk on "Varnish Drying in Kilns." He was followed by Mr. S. Karpen, president of the National Association of Upholstered Furniture Manufacturers, who spoke on "The Individual in Association Work." Mr. Henry H. Marcusson, president of the National Association of Metal and Spring Bed Manufacturers, also delivered an address. Mr. F. L. Northey, president of the American Refrigerator Manufacturers' Association was the last speaker and addressed the meeting on the subject of association work. The speakers of the evening were followed by an "Experience Meeting" in which members and visitors joined in the informal discussion of the various problems that daily arise in the business of the manufacturer. The evening was brought to a close with the singing of "Auld Lang Syne."

In every respect the meeting was a success. A great many courtesies were extended to the visitors by the different Chicago manufacturers, which added to the pleasure of the occasion. Many manufacturers who had not been present at previous meetings were in attendance and a large number of new members were enrolled. This undoubtedly was the most important and successful meeting ever held in this trade and it was decided to hold the next annual meeting in Chicago some time in February, 1914.

In the meantime the officers and members of the association will continue to carry out the proposed work of the organization, the principal feature of which is to exemplify the sentiment contained in their motto "A Square Deal for the Customer, the Employer and the Employe." This motto will be much in evidence in connections with the Association as it will serve as a trade mark upon stationery, button badges, etc.

* *

WHERE a merchant is carrying a small advertisement in several newspapers in the same city, it will pay to furnish different copy to each paper as there is always a good deal of duplication in circulation. This is especially true in the larger cities.

* *

ONE way of checking up the relative pulling power of two or more newspapers is to advertise a different bargain in each one and then check up results.

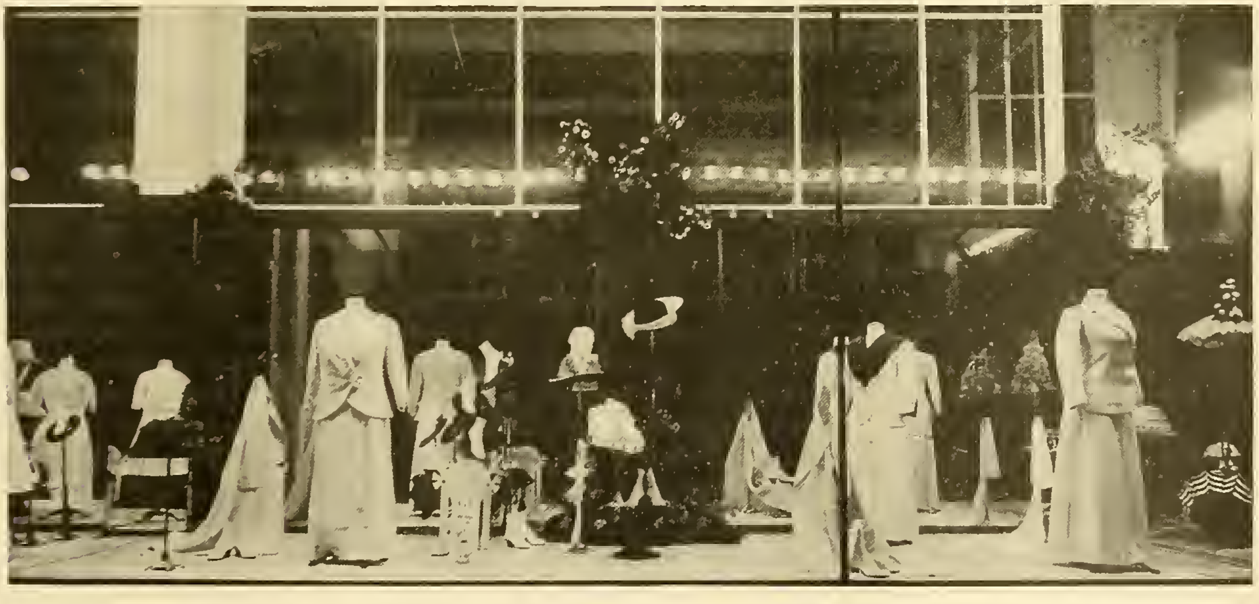


Plate No. 7173. Spring Display by Bert Cultus for Rhodes Bros., Tacoma, Wash.

This was one of a series unusually pleasing. The columns and frames of the mirrors were covered smoothly with felt. Natural smilax and roses were used for the decorations. The floor was covered smoothly with white felt. The setting was in excellent taste throughout being rich and harmonious.

SUGGESTIONS FOR A BACKGROUND

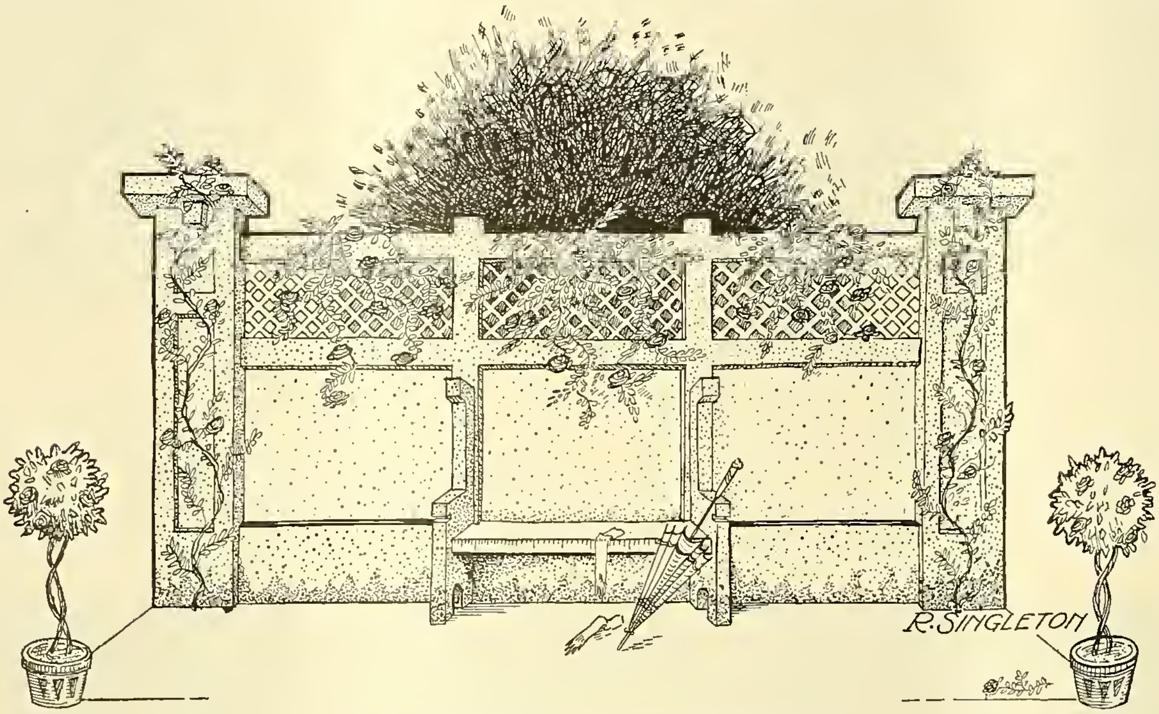
ONE THAT CAN BE BUILT AT MODERATE COST—SUITABLE FOR ALMOST ANYKIND OF MERCHANDISE—DETAILS AS TO HOW IT IS TO BE MADE. MATERIALS, FINISH, ETC.

R. Singleton

THERE is no other season of the year that offers more opportunities to the window dresser than spring. That is the time he can "spread" himself to his heart's content (provided of course that he has sufficient appropriation). He can then show what tase he has in design and color. His first thought will be of a garden. It is an old idea for window backgrounds but it is without doubt the most appropriate setting for Spring windows for the garden lends itself to many ways of treatment.

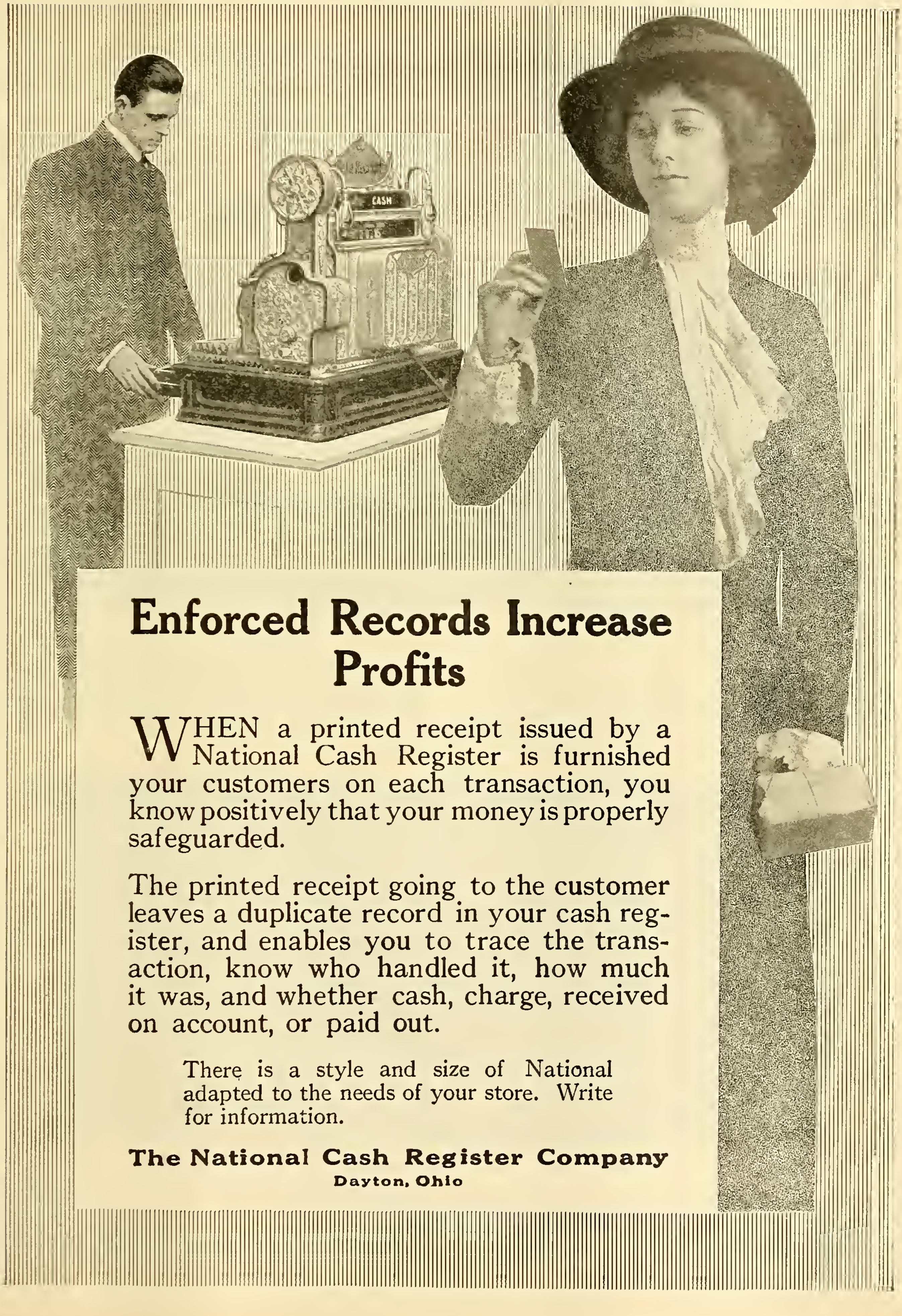
In the accompanying sketch it has been our idea to design a background that could be built at a cost within the reach of the average window dresser. Therefore it must be simple and it must be suitable for almost any kind of merchandise. It also must be one that can be used throughout the spring and summer seasons. In this design we have suggested a garden wall. It is flat and occupies but little space. There is very little detail to detract one's attention from the merchandise to be shown.

The makeup of this background is very simple and should give no trouble to the decorator who is the least bit handy with a hammer and a saw. The window we had in mind for this setting is sixteen feet long by eight feet deep. The main part of the background is to be seven feet high. The columns at each end are eighteen inches wide by eight feet high by six inches deep. The crossrails and the uprights that divide the back into panels are six inches wide by three inches deep. The base of the wall is eighteen inches high by three inches deep. The panels in the columns are sunk about two inches. This is all made of one-inch strips. The entire surface with the exception of the lattice panels is to be covered with canvas. In this you must be extremely careful to have the material stretched tight and to have all the corners sharp. The lattice work is to be made of one-half inch by two-inch strips of wood. Paint the entire back with a light grey alabastine into which sawdust has been mixed. This will give it a rough appearance suggestive of stone or cement. The lattice can be painted in plain grey alabastine or a nice shade of green would do. The garden bench should be built separate from the rest so that it can be taken out conveniently. The floor can be treated in different ways. A green shade of felt would do very well or you could cover the floor with canvas painted in irregular stone pattern.



A SPRING BACKGROUND BY R. SINGLETON.

As to the flowers and foliage we will leave that to the taste of the individual decorator. He is certainly a very finical decorator who can't choose some very beautiful flower effects from those shown by the different manufacturers. The bushy tree suggested back of the wall should be made of some fruit tree branches in blossom. This will make a fine backing for the light grey wall. The



Enforced Records Increase Profits

WHEN a printed receipt issued by a National Cash Register is furnished your customers on each transaction, you know positively that your money is properly safeguarded.

The printed receipt going to the customer leaves a duplicate record in your cash register, and enables you to trace the transaction, know who handled it, how much it was, and whether cash, charge, received on account, or paid out.

There is a style and size of National adapted to the needs of your store. Write for information.

The National Cash Register Company
Dayton, Ohio

moss effect shown along the bottom of the wall can be suggested by using some green felt cut in an irregular pattern, or if there is an air brush handy you will find it an easy matter to suggest moss. The trees on either side in the foreground would make good dividers in a series of similar windows.

Another way this wall might be constructed would be to use composition board and apply stucco in a slap dash manner. Either way we believe would make a decidedly attractive window.

IT IS USELESS and foolish to argue as to the relative merits of the show window and newspaper advertising. It would be about as sensible for a man to debate as to whether his right or left leg is of the greater importance. Both legs are highly necessary, yet some men manage to get along with only one. So it is with the show window and the newspaper. Both are necessary to the success of the store and they should be made to work together.

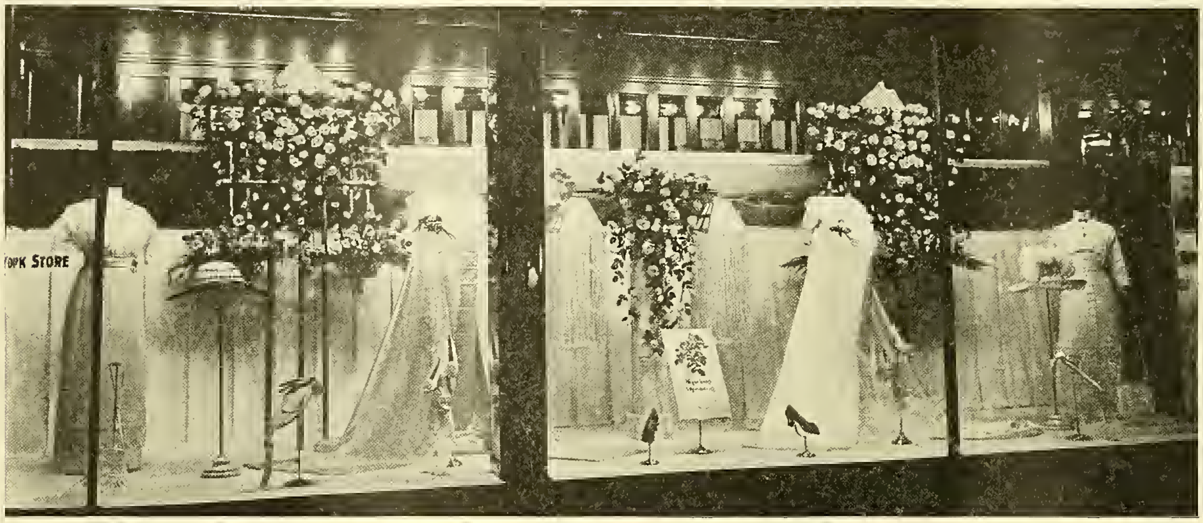


Plate No. 7174. Spring Display by W. C. Collins for New York Store, Sheridan, Wyo.

The background of this display was white plush arranged in wide pleats above which was a wide border of green floral sheeting at the ends and a scenic panel in the middle. At each end was a floral unit consisting of a large gold flower box mounted upon an ornamental stand and filled with large pink Marechal Niel roses. At the top of each was a pink globe with electric lights enclosed. In the middle of the window was an imitation marble pillar supporting a gilt flower basket filled with roses. From a cross arm, an ornamental, fringed shade was suspended on each side of the pillar. The color scheme was pink, green and white.

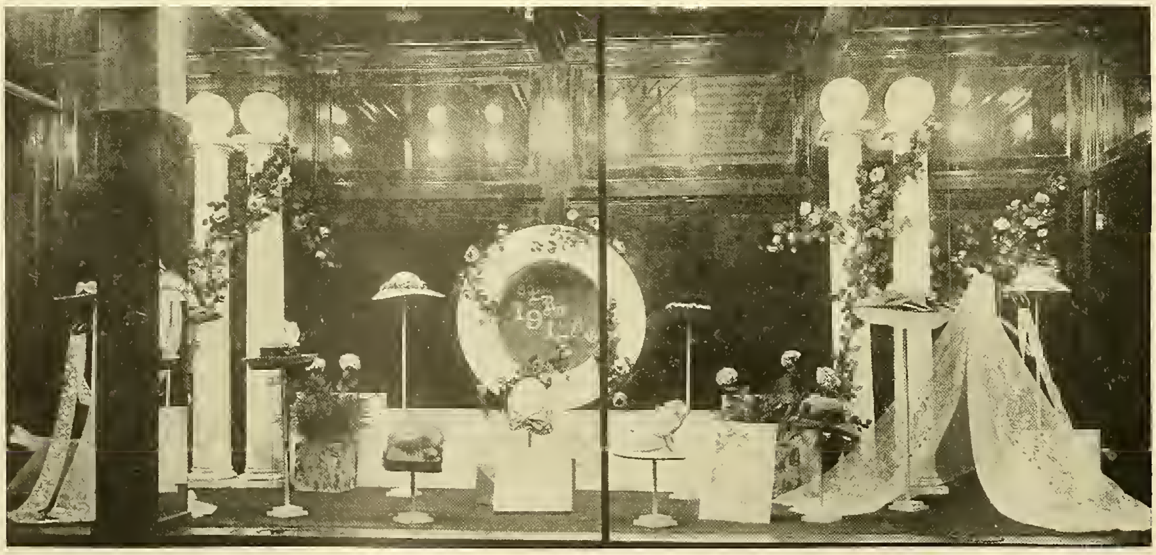


Plate No. 7175. Spring Opening Display by W. K. Best for Turner-Ebinger Co., Marietta, O.

At each side of this display were two round columns finished in pure white. At the top of each column was a large, frosted glass globe containing an electric lamp. Over the columns and at the sides were trained large sprays of pink roses with deep green foliage. Across the window at the back was a base that supported a large circle the center of which served as a sign. Roses were also twined around the circle.

Window-Trimming

Window Trimming Courses

No store con progress without the aid of

Window Trimming, Advertising and Card Writing

The Koester School teaches all three of these means of store publicity in the best school of its kind in the world.

All instruction is personal and the teachers are the best men in the profession.

Albert A. Koester, the founder of this school and the originator of Koester Draping and the method of teaching employed in this school, is considered by many the greatest window trimmer in the world. It is certain that he is one of the greatest. The methods that he uses are taught only at this school, and are now used by the most successful trimmers in this country and demanded by most stores.

George J. Cowan, president of the school, is Author of several Window Trimming Books, has had twelve years' experience in Dry Goods and Department Store Trimming and is a lecturer on Window Trimming—illustrated with stereopticon views and original drawings. He was Student of Chicago Art Institute 1897-98 and for ten years contributor of Window Trimming articles to the foremost trade papers of America, and has been Editor for eight years of Window Trimming Monthly of the Dry Goods Reporter.

H. J. Rutherford, Manager and Advertising instructor, was at one time President of the Window Trimmers' Association. His entire experience has been in the disposing of merchandise by means of the window and other forms of advertising. His success was such that he was intrusted with the advertising of the John V. Farwell Co., of Chicago, one of the largest firms in the world.

Will H. Bates, Draping Expert, originator of the new idea of showing drapes of fabrics on live models, originator of drapes on the new "mummy" form, both of which created so much interest at the recent Window Trimmers' Convention. To be a successful trimmer you must be able to drape fabrics according to the new style tendencies, and the only place you can get instruction on this is at the Koester School.

Store Equipment & Window Display Monthly
Store Equipment & Window Display Monthly
Store Equipment & Window Display Monthly
Store Equipment & Window Display Monthly

Window Trimming Monthly

This publication prints each month many of the new things that are being brought out by the Koester School; it also shows windows from all over the world and has suggestions for timely displays made by the best men in the profession. Edited by Geo. J. Cowan.

This is the biggest dollar's worth of Window Trimming matter you can get—12 issues for only $1.00.

There is so little published on the subject of window displays and card writing that everyone interested in the subject will want to be numbered among the subscribers of this window trimming monthly.

Eight years rapid growth has made this the most interesting and helpful publication you can possibly get covering these subjects.

All the world-famous State Street Windows are shown as well as examples of the best windows from all over the world.

Detail drawings are shown in each issue of background designs, some drawings costing as high as $50.00 each—you get several such drawings each issue.

Send in your dollar and don't miss an issue.

"Show Window Backgrounds"

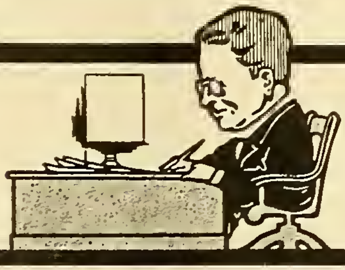
By Geo. J. Cowan,
President Koester School.

A book of 256 pages, illustrating 150 background designs, some in colors, fully described.

Only book of its kind published, and invaluable to every window trimmer or merchant who trims his windows.

It is a complete yearly calendar of displays, having windows for every event, such as New Years, White Goods Sales, Lincoln's Birthday, Valentine's Day, Washington's Birthday, Spring Openings, Easter, etc., etc.

Sent postpaid on receipt of $1.50.



FILL OUT THIS COUPON

THE KOESTER SCHOOL
304-6-8 Jackson Boul., Chicago, Ill.

Please mail me information on the following:

☐ Window Trimming Courses.
☐ Advertising Courses.
☐ Card Writing Courses.
☐ Store Books.

Also find enclosed:

☐ $1.00 for Window Trimming Monthly.

Yours truly,

Name ....

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All Our Classes Now Include the

NEW DOLL DRAPES

It is one of the very new ideas introduced in our draping classes. Complete instructions on every phase of how to use these dolls in all kinds of Fashion Displays.

The KOESTER SCHOOL originates most all the new things that are worth while in the window trimming world. Look back at the Koester drapes, live model drapings, mummy drapes and now the new DOLL DRAPES.

Prepare yourself now for one of the many good positions that we are continually in touch with.

We will gladly answer any question, and have some very interesting circular matter that we want to send you.

WRITE TODAY

THE KOESTER SCHOOL

304-6-8 Jackson Boulevard CHICAGO, ILLINOIS

COMMISSARY FOR EMPLOYES

MANDEL BROTHERS OF CHICAGO MAKE ARRANGEMENTS TO HELP EMPLOYES COMBAT HIGH COST OF LIVING—GROCERIES WILL BE FURNISHED AT WHOLESALE PRICES—HOW IT IS DONE

SINCE the completion of their new building, Mandel Brothers of Chicago have taken advantage of the additional space and improved conditions to put into effect important measures in the matter of welfare work. The fifteenth floor of the new building is given over to welfare activity for the benefit of the 5,000 people employed by this establishment. On this floor is a large restaurant, library, silence room, men's smoking room, the most unusual feature, however, is a large dancing pavilion with room for two hundred couples. The dances being at 11:15 in the morning and continue until 2:00 o'clock in the afternoon. There is also a branch of the public library. Here the employe may obtain books and take them to the silence room or elsewhere to read.

One of the most important branches of the welfare work of the Mandel store is the "Commissary Department." Although the store does not handle groceries, in order to assist their employes in cutting down the high cost of living, a commissary has been established where the employe may obtain any kind of groceries at the wholesale price. This commissary is at the disposal of every person connected with the store and no profit is made upon the goods distributed. Of course, this department is not open to the general public. A considerable list of staple and fancy groceries is printed in the store paper and other supplementary lists are bulletined at intervals in the commissary department. The following are some of the instructions issued by the store concerning the Commissary:

> At the beginning there may be certain groceries not included in the assortments, but any order may be left and supplies not then in stock will be obtained to fill such order within forty-eight hours—and as demand becomes evident additional lines will be installed.
>
> It is not considered advisable to carry sugar, salt, etc., which employes are able to procure at neighborhood groceries at a price that is but a fraction of a cent above wholesale cost. It is agreed that the price difference in these instances would be so small that employes scarcely would find it advisable to carry them home from downtown.
>
> In view of the fact that not a penny of profit is to be gained through the selling of groceries to employes, it is expected that employes will kindly accept the ruling that all packages of groceries weighing five pounds or less will be carried home by the purchaser. Orders totaling more than five pounds will be delivered by Mandel Brothers' wagons.
>
> Goods will be sold for cash, or may be charged to the accounts of those who make necessary arrangements at the credit office. Purchases made in this department will not be sent C. O. D.
>
> Employes' co-operation to the new commissary will be not a matter of buying so much as a matter of appreciation that this new venture is clearly for their benefit—a venture whose growth they can assist by studied suggestions and observance of the few rules that may be necessary.

The new Commissary has proved very popular with a surprisingly large number of people connected with the store and each day brings an increasing number of orders. For greater convenience, employes who have been with the house for six months or more are urged to open charge accounts. This renders it unnecessary for the employe to make a special trip to leave the order on the fifteenth floor. Where there is a charge account, the order is simply sent up through a pneumatic tube and much time is saved.

The advanced welfare work that is being carried on at Mandel Brothers' store, and of which the Commissary is only a small part, is in line with a great movement of the same general character, but different in form, perhaps, that is being advanced slowly but none the less surely throughout the entire industrial and commercial world. The relations of employer and employe are being put upon a broader and better basis —a basis which is conducive to better conditions for the employe and better service for the employer.

Although this work has been far advanced at Mandel's there is much more to be done along the same lines. It is the purpose to continue the welfare work in a broad and intelligent way that will make this one of the most desirable stores in the world in which to work. Employes will be helped in every way possible to make their advancement rapid and easy. They will be given special instruction in those branches in which they are employed and will be assisted intelligently to make themselves more efficient. Living expenses will be reduced through co-operation of the store; the pleasures of living will be promoted through various musical and social organizations within the store, and in general the status of the worker will be changed from a mere employe of a big store to a member of a big family in which there exists a strong spirit of friendliness and co-operation. The profit accruing to the store will be in the form of gratification regarding the bettered conditions afforded the store family, and through the willing and enthusiastic service that is sure to result.

* *

Bernheimer's of Baltimore

THERE is always something out of the ordinary going on at the store of Bernheimer Brothers in Baltimore. When one picks up an advertisement of this concern, he may be pretty sure to find an announcement of some strange doings, generally of a more or less philanthropic character. It has been suggested, possibly by jealous competitors, that the benevolent actions of this store are not altogether disinterested. Some have even gone so far as to intimate that Bernheimer beneficence is purely a matter of practical publicity. This imputation of commercial charity is indignantly and emphatically denied by Bernheimer's. They maintain in very positive terms that whatever they do of a charitable nature is done solely from humanitarian impulses—occasions arise when help is needed and, if Bernheimer's can help, Bernheimer does so, without thought of the advertising

Views of the Economist Training School's Class Rooms

"No course of study in retail advertising, display managing, window trimming and show card writing can compare with the practical and unexcelled service the Economist Training School is giving in its thoroughly practical, up-to-the-minute courses in all branches of retail publicity."

We have now not only the largest and most successful school, but the best day-lighted school of its kind in America.

Whenever training in retail publicity is bought by comparison, the Economist Training School wins.

Following we quote in condensed form a few of the many distinctive advantages decidedely in your favor if you attend this school. Our book No. 24 will give you complete details.

A complete staff of the best instructors; all with years of actual store experience.

A permanent staff of twenty lecturers who give instructive talks that cover important retail merchandising problems. These lectures are given in our own handsomely equipped lecture room. A liberal course in salesmanship can be gleaned from these lectures.

The most fully equipped and day-lighted school rooms, stock rooms and fixture rooms.

Access to a large library of periodicals, books and catalogues pertaining to your work. Our classes are limited so that each student will receive the required amount of personal attention.

Good living accommodations at reasonable cost within walking distance of the school.

Show Window Trimming experience in actual New York windows.

We are closely in touch with the retailer and his needs, and have a free employment bureau for our graduates, thereby looking after your best interests.

The facilities of the Economist Training School are yours as a source of information even after you have completed your studies. We keep in close touch with you by a monthly letter full of practical ideas and suggestions. The Dry Goods Economist also publishes a monthly section of the paper devoted exclusively to this important publicity work.

Fill out coupon for particulars.

Our Handsomely furnished, well day-lighted, library, lecturing room and advertising class room

View, showing a corner of the well day lighted window trimming and display managing class room

A flood of Northern light, facilitates the work in the show card writing class room

The Economist Training School

Retail Advertising Display Managing
Window Trimming Show Card Writing

231 to 241 West 39th Street
New York City

ECONOMIST TRAINING SCHOOL,
231-241 West 39th St., New York City, N. Y.

Dear Sirs:—Please send me further information regarding your course, dates of classes, tuition fees, etc., as marked below in the squares.

☐ Retail Advertising ☐ Display Managing ☐ Show Card Writing

☐ Send me your free book ☐ Send me sample copy of Display and Equipment Section of Dry Goods Economist

Name________________

Address________________

City__________ State__________

value the act may have to the store. However that may be, this store has in many ways extended needed assistance to the poorer classes of Baltimore.

Some weeks ago there was a threatened epidemic of smallpox in Baltimore and the health commissioner issued a bulletin requiring every one in the city to be vaccinated. On the following day Bernheimer's had an advertisement with this caption in big type: "BE VACCINATED AT ONCE—IT'S FREE AT BERNHEIMER'S." The store provided a staff of competent physicians and trained nurses who vaccinated all comers free of charge. The only cost was 11 cents for virus which was the wholesale price. The vaccination was done in private offices into which only one patient was admitted at a time, thus making the operation private.

At another time during a protracted period of very cold weather there was much suffering among the poor of the city. Bernheimer's came to the rescue. They established convenient headquarters and advertised that all poor persons who applied would be supplied free with plenty of good, hot soup and warm bread. Many persons in want were relieved at that time.

On another occasion, a baby boy was offered for adoption by the store. The child had been abandoned by its parents, and through newspaper advertising, Bernheimer's undertook to find him some foster parents. The baby was exhibited in the infants' wear department where applications of prospective parents were received and considered.

The electric light and gas companies of Baltimore were charging what were considered to be excessive rates for illumination and Bernheimer's in their advertisements printed many editorials and used what other influence they had to secure lower rates. When the city's water supply was declared by the health department to be unsafe, Bernheimer's supplied pure water to all who applied for it, without charge. There was much complaint because of the small size of the loaves of bread sold by the bakers of Baltimore; Bernheimer promptly advertised loaves weighing 16-ounces or more for five cents. These are but a few of the many stunts that are constantly being put through by Bernheimer's. This may be advertising or it may be benevolence—possibly it is something of both.

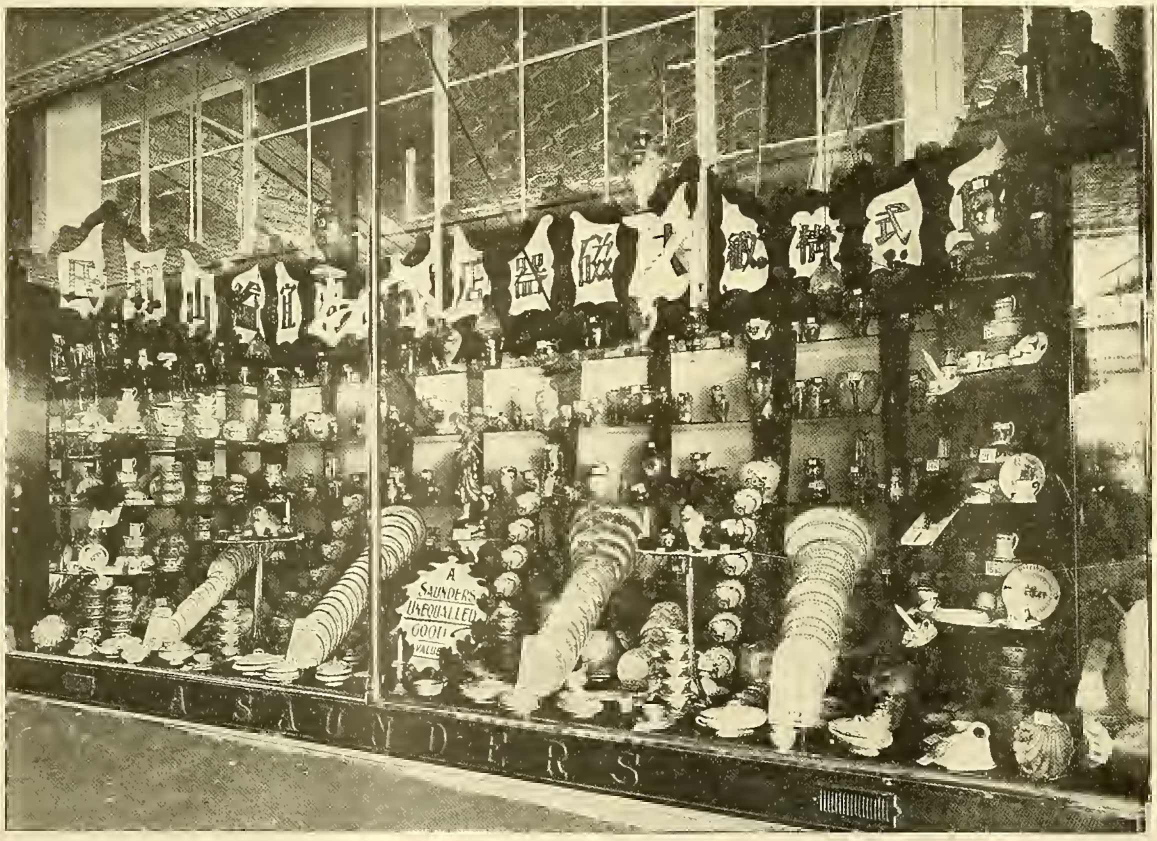
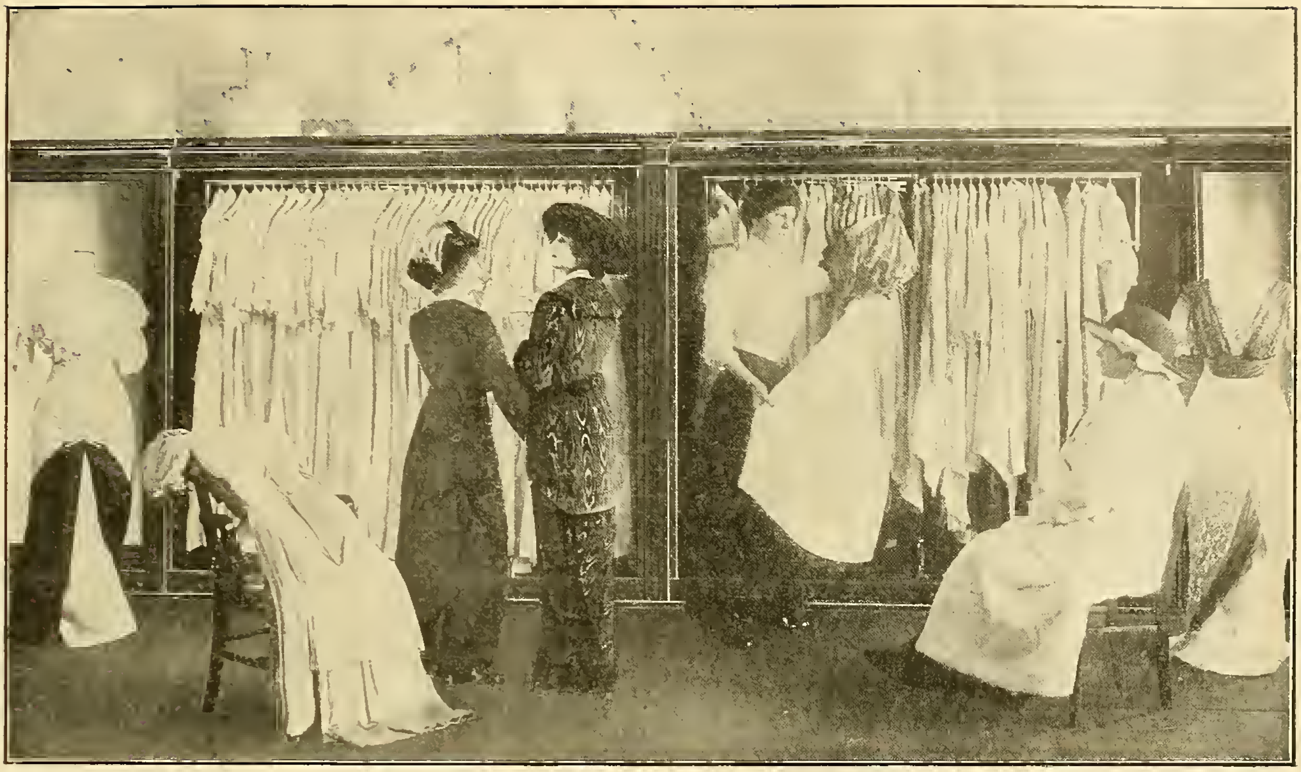


Plate No. 7176. Display of China by W. A. Green for A. Saunders, Sydney, N. S. W.

The color scheme of green and gold, together with the fancy background and Chinese lettering, formed the main decorative features of this display. The framework of the background was in rough plastic effect, painted flat black and finished in green bronze which gave it a mottled appearance. The Chinese lettering along the top was in green and gold on a plastic background of white. These were actual Chinese characters and spelled out the name of the firm and some advertising sentences or phrases relating to the display. The show card was carried out in the same color effect and was surrounded by a plastic laurel wreath.



THIS Store is one of the Two Thousand which are dictating the new basis for competition with the help of the New Way in merchandising—*service to the customer through open-handed willingness to display representative lines of goods.*

You want to learn about these New Way methods in planning and equipping stores, in handling goods and inviting the confidence of customers.

How to
Merchandise
the New Way

You want to know how merchants are increasing their trade forty to seventy-five per cent. by putting in the New Way in place of out-worn methods and fixtures.

In short—you want to read "How to Merchandise the New Way." Forty-eight pages: Large folio: Fully Illustrated with Store Plans, photographs of representative Store Interiors and New Way equipment: crisp articles on every phase of New Way store methods. As a leading authority writes, it is "about the best treatise yet gotten out on the subject of how to conduct an up-to-date garment department."

Send us your name on a post card and we will mail you a copy—FREE. Address Dept.

GRAND RAPIDS SHOW CASE COMPANY
The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)
GRAND RAPIDS, MICHIGAN
Show Rooms and Factories: New York Grand Rapids Chicago Boston Portland

National Association of Window Trimmers of America

OFFICERS

President, **MORTEN HOFFSTADT**, Milwaukee, Wis.

First Vice-President, **J. L. HAINES**, Lancaster, Pa.
Second Vice-President, **H. L. HARPER**, Grand Rapids, Mich.
Third Vice-President, **W. G. SMITH**, Denver, Colo.

Treasurer, **JOHN GRANNEL**, Evansville, Ind.
Secretary and Manager Employment Bureau, **P. W. HUNSICKER**,
132 Monroe Ave., Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, **C. J. POTTER**, Lancaster, Pa.

G. W. HUBBARD, Elgin, Ill.

E. J. REDMOND, Elkhart, Ind.

Twin City Decorators Meet

THE second meeting of the Twin City Window Decorators' Association was held February 20, at the Odin Club rooms in Minneapolis. This organization, which was described in our last issue, is going about its work in a most thorough and businesslike manner that is calculated to make a big success of the association. The last meeting was for the purpose of adopting a constitution and by-laws which in the meantime had been prepared by a committee for the approval of the association. It was the intention of the committee in preparing the constitution and by-laws, to make them as simple, direct and brief as possible. This was done with the view of eliminating all useless formality, empty phrases and unnecessary provisions that have no real value. This end was admirably accomplished in the following, which is commended as a model of conciseness and strength. The provisions are ample to cover the needs of this kind of an association yet there is not a waste sentence in either document. The constitution and by-laws as presented by the committee were as follows:

CONSTITUTION.

Article 1.—That this organization shall be known as *The Twin City Window Decorators' Association.*

Article 2.—The general object of this Association shall be to promote the interchange of thoughts and ideas, promote and foster the art of mercantile decorating, to augment the knowledge and professional interests of its members.

Article 3.—The executive elective officrs of this Association shall consist of a president, vice-president, secretary and treasurer and four directors. The board of directors to include all officers.

Article 4.—The dues of this Association shall be $1 to the treasurer per quarter, $1 initiation fee, payable in advance.

All special assessments to be levied by two-thirds vote of the members.

BY-LAWS.

Article 1.—Any male person who has followed mercantile decorating for a period of three years and is at the time of application holding position as chief window decorator is eligible for membership.

Article 2.—That this Association further provide for a department known as class "B," taking in those assistants recommended by their chief (himself a member) and passed upon by the membership committee and approved by vote by the Association, dues and initiation fees being same as full members. Class "B" members entitled to all privileges except voting and holding office.

Article 3.—All applications must receive the unanimous vote of all the members present at any meeting before being admitted to membership.

Article 4.—Honorary members shall be suggested by the membership committee and balloted upon in the regular way.

Article 5.—The regular meetings shall be in January and July. Special meetings to be called at the discretion of the executive officers.

Article 6.—The meeting place of the regular and special meetings shall alternate between Minneapolis and St. Paul unless otherwise voted upon.

Article 7.—The regular election of officers shall take place in January and that nine constitute a quorum.

Article 8.—The standing committees shall be appointed by the president and shall consist of an

Entertainment committee, consisting of six, three from each city.

Membership committee, consisting of four, two from each city.

Publicity committee, consisting of six, three from each city.

Article 9.—The duties of entertainment committee shall be to provide instructive entertainment for the meetings and keep in touch with other similar organizations with the purpose in view of interchanging ideas and experiences.

The duties of the membership committee shall be to investigate all applicants and see if they are worthy.

The duties of the publicity committee shall be to see that this Association is given proper recognition in the press and also to meet the commercial bodies to assist and advise them on anything pertaining to the profession.

Article 10.—Order of business:

1.—Call to order.
2.—Reading of minutes and report of secretary.
3.—Roll call.
4.—Reading of bills and communications.
5.—Reports of officers and standing committees.
6.—Unfinished business.
7.—New business and suggestions for the good of the Association.
8.—Election of officers.
9.—Adjournment.

Article 11.—No addition, alteration or amendment shall be made to this constitution or by-laws, nor shall any part be repealed except by vote of two-thirds majority members.

MINUTES OF MEETING.

Meeting of Thursday, February 20, held at the Odin clubrooms, Minneapolis.

Meeting called to order by the president, minutes of the previous meeting approved as read.

Motion made and seconded that the articles of the constitution and by-laws be discussed individually.

No. 80E
With Oval Top

Palmenberg
NEW YORK

Form De Milo

Very latest expressions of a radically new idea in draping| and |garment display on papier mache

Made with opening in back and at arms if desired.

Other De Milo Models less extreme than these, if you want them.

Write for Details. All our catalogues for the asking.

No. 80ED
For Wax Head

J. R. Palmenberg's Sons

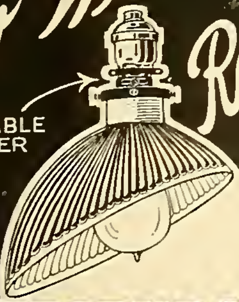
Established 1852

710 Broadway, New York
Factory: 89 and 91 West 3d Street, New York

30 Kingston Street.
110 Bedford Street.
BOSTON

No. 10 and 12
Hopkins Place,
BALTIMORE

Have you seen this newest Show Window Reflector?



THE
"PITTSBURGH"
60 WATT

ASK YOUR DEALER TO SHOW IT TO YOU

Write For Our New Booklet Which Tells You How To Solve Your Lighting Problems

Pittsburgh Reflector and Illuminating Co.
PITTSBURGH, PA.

Chicago Representative
FREDERICK A. WATKINS 565 W. Washington Street, Chicago

HERE'S A SURE WAY TO MORE SALES

There's not a single customer that comes into your store but would buy more, if you caught his eye with the right goods. Thousands of merchants are boosting their sales by the use of the

Silent Salesman
TRADE MARK

ALL-GLASS SHOW CASE

You will find it the greatest profit maker you have ever installed in your store, the rich beauty of its crystal-clear glass, with no frame, angle, clamps or screw to obscure the perfect view of the goods within, makes it the handsomest setting you can have for your goods. Its rigid construction insures long life and service.

We make both indoor and outside show cases. Our booklet, "The Value of Display," sent free on request. Address Dept. B.

DETROIT SHOW CASE CO.

Show Case Makers to Progressive Merchants
476-490 Fort Street, W. DETROIT, MICH.
Get Our Book on Modern Store Front Construction
New York Salesroom, 738 Broadway Leo A. Feldman, Selling Agent

Articles 1, 2, 3, 4 approved as read.

Motion made and seconded that the dues of the Association shall be $1 per quarter and $1 initiation fee, payable in advance to the treasurer, all special assessments to be levied by two-thirds vote by the members.

Motion made and second that Article 1 of the by-laws should be made to read as follows:

Any male person who has followed mercantile decorating for a period of three years and is at the time of application holding position as chief window decorator is eligible for membership.

Motion made and seconded that Article 2 of the by-laws be made to read as follows:

That this Association further provide for a department known as Class "B," taking in those assistants recommended by their chief (himself a member) and passed upon by the membership committee and approved by vote by the Association, dues and initiation fees being same as full members, Class "B" members entitled to all privileges except voting and holding office.

Motion made and seconded that Articles 3, 4, 5, 6, 7, 8, 9, 10 and 11 be approved as read.

Motion made and seconded that the president appoint a committee of four to select four directors and that their decision be considered elective.

The president appointed Messrs. Hinks, Bartlett, Meyers and Theime to serve on the committee, who adjourned to the anteroom and reported that they had elected Messrs. Young, Hertogs Averill and Lenoux to serve as directors from date of first meeting until annual meeting.

Motion made and seconded that the next meeting be held Thursday, March 27.

The president appointed the following members to serve on the following committees: Messrs. Hinks, Lindblom and Lars Smeby, publicity committee, Minneapolis, and Messrs. Bartlett and Leslie from St. Paul, they to elect the third member.

St. Paul entertainment committee, Messrs. Meyers, Ciernia and St. Jacques.

Minneapolis entertainment committee, Messrs. Theime. Karlson and Larson.

Membership committee, Messrs. Theime, Larson, Meyers and Hayser.

The president appointed Messrs. Lindblom, Theime and Rhinebrat to purchase suitable stationery for the Association.

Congratulatory communications from the president and secretary of the N. A. W. T. A. and the president of the Milwaukee Mercantile Decorators' Association were read.

Motion made and seconded the membership committee amend by-laws in such way as to take in "One line" decorators and report at the next meeting.

The remainder of the evening was spent in viewing photos and window decorating magazines from all parts of the world. as kindly loaned by the Merchants' Record and Show Window of Chicago.

Motion made that we adjourn. Motion passed 10:15.

* *

Grand Rapids Local Formed

FOLLOWING the fundamental idea of the National Association of Window Trimmers of America, a number of window trimmers from the prominent stores of Grand Rapids, Mich., met Feb. 5 with P. W. Hunsicker, secretary of the national association, who now resides in that city, and H. L. Harper, vice-president of the national association, also of Grand Rapids, and perfected a local organization, the object of which is to raise the standard of window displays in Grand Rapids and to promote fraternal feeling among the decorators.

A lively discussion developed a unity of opinion as to the value of co-operation, which would benefit the retail merchant and the general public.

The following were enrolled as charter members: H. L. Harper, Star Clothing Company; F. C. Todd, Ira M. Smith Company; A. F. Baldwin, Wurzburg Dry Goods Company; John P. Wheeler, M. Friendman & Co.; George B. Scott, Heyman Company; P. W. Hunsicker, window trimming department Hallock Advertising Agency; Harry Glauz, Spring Dry Goods Company; A. J. Wagner, Charles Trankla & Co.; Spencer Billin, Charles E. Norton Company; F. Vander Vries, Houseman & Jones; M. S. Lawrence, O. W. Olsen.

The following officers were elected: President, H. L. Harper; vice-president, John P. Wheeler; secretary-treasurer, P. Vander Vries; membership committee, A. F. Baldwin, F. C. Todd and J. P. Wheeler.

Further meetings will be held by this local organization and it is hoped that great benefits will accrue to all concerned.

* *

The Ideal Store

I LIKE to go into a warm store—not steam-heated particularly but heart-heated—a store where the proprietor is cordial, obliging and cheerful, where the clerks act like they are glad to see me.

I like to go into a store where I feel welcome. In some stores I have felt like an intruder breaking into a private home.

I like to enter a store by being invited in by attractive window displays. I generally choose a store by the windows and I very seldom find that they misrepresent the quality of the store.

I like to deal with a store where I know the clerks work together pleasantly, where they receive proper credit for what they do, and where the proprietor treats them well.

When I go into a store, I like to have the clerk take my complete order, and then collect the articles, wrapping them in as few parcels as possible.

I like a store where the clerks know where to find what I want without unnecessary delay.

I like to go into a store where there is plenty of light, both in the daytime and evening, and where there is good ventilation.

I like a store where the shelves are clean and where they do not show dusty packages and cans. I always patronize the cleanest store I can find.

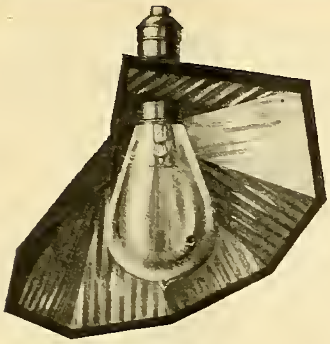
I like to go into a store where the clerks are anxious to wait on me, where they are desirous of showing me goods, even though I may not make a purchase.

I like a store where I always get a receipt, for it is the only safe way, and I know I am getting exactly what I pay for.

When goods are delivered or I send out after them, I always like to have the store send me a receipt, so I may know that I get what I ordered.

The ideal store is the one that has these good qualities and more.—N C R Weekly, February 13, 1913.

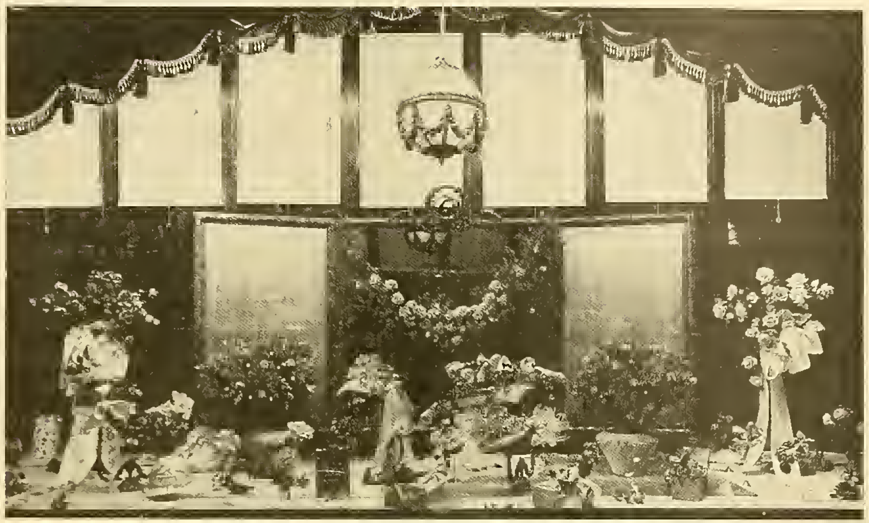
"MORE LIGHT"



Style 100 D

The Bailey Reflector

Send Us Sketch of your show windows and let our lighting engineer assist you in solving your lighting problems.



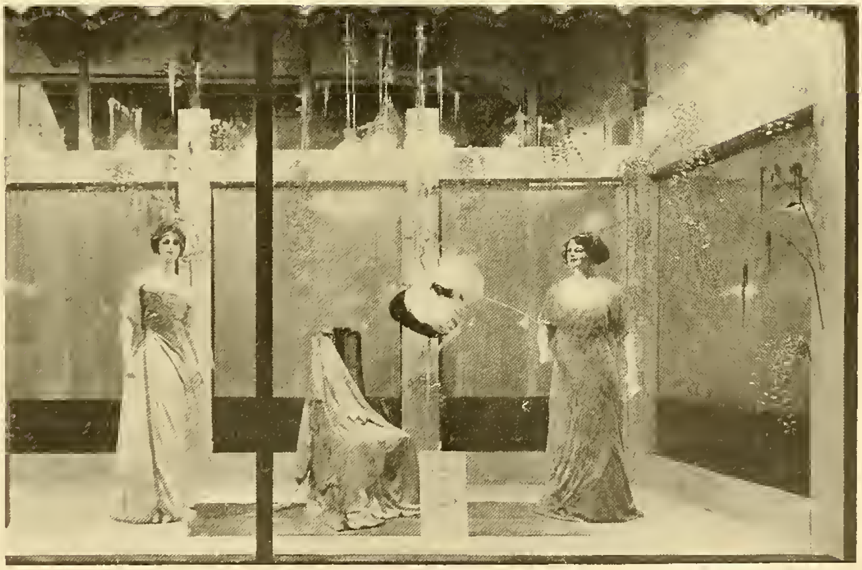
One of the eleven windows of Joseph Horne Co., Pittsburgh, Pa. equipped with Bailey "More Light" Reflectors

THE Bailey Reflector is synonymous with MORE LIGHT for your show windows and show cases. It insures an even distribution of light over the entire display. A design for every requirement—a reflector for every need. Made with imported silvered corrugated glass, giving greater and more lasting service

Bailey Reflector Co., 519 First Avenue, Pittsburgh, Pa.
ESTABLISHED 1876

COMPO BOARD

for Show Window Backgrounds



COMPO-BOARD PANELS, CHAS. A. STEVENS & BROS., CHICAGO

Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

You Can Know the Genuine at a glance by simply comparing a sample with any of the pulp boards on the market.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

Ingenious Window Trimmers are every day devising new and useful ways for employing Compo-Board. It will not warp or split and is not effected by heat, cold and moisture.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No.
Minneapolis, Minn.

THE EARLIEST EASTER

ITS EFFECT ON THE MERCHANT AND DECORATOR—EARLY SALES SHOULD BE FOLLOWED BY ADDITIONAL PURCHASES LATER IN SEASON—SHOULD HELP BUSINESS ON THE WHOLE

EASTER MARCH 23, the earliest in the memory of any living man. What will be its effect on merchandizing and on window displays? This has been a widely considered question, for many have thought on this question, with snow on the ground, in their imagination, in the pre-Easter period, and the fierce March winds blowing, especially in view of the open winter we had up to February.

This situation is discussed with extreme interest by F. G. Schmehl, decorator for the Greenhut-Siegel-Cooper Co., both from the standpoint of the merchandizer and decorator, for Mr. Schmehl is equally interested in both ends, for his job is to make window displays sell goods, and he is possibly not surpassed by any decorator in the country as a keen observer of merchandizing methods. Further, the great corporation he serves sells merchandise which may be taken as a type of that in the average department store of the country. Mr. Schmehl says (and we cannot do better than to quote his words):

"The spring sales are based on feminity. Feminity has always garbed itself at Easter in the habiliments of spring. It may be that Easter is more or less early, with climatic conditions not exactly favorable for wearing the lighter textiles of spring. But all the same, I figure it, and this house figures it, that previous general conditions of previous Easters will prevail. Women are always anxious to discard their winter garb as early as they can, and at the date that custom has fixed. Note the low neck dresses that one sees all winter, almost, beneath the furs of many women. You will find that milliners, for instance, will not lose one dollar of their regular Easter business. Even though we may have snow and cold weather through the pre-Easter period, it is an axiom that March weather is fickle, and changes take place suddenly. Hence women will prepare for spring.

"The early Easter will make for a large addition to business, and will be of great benefit to merchants at large who press forward and make proper arrangements. We shall see the usual sale of millinery and gowns, with shoes, gloves, bags, etc., to go with them. And further, with millions of dollars worth of spring goods going into commission sooner than usual, we shall find that in a month or two there will be many things showing signs of wear, which means a replenishing during the middle of spring that we do not often see. Then again, the early Easter gives a chance for a variety and more change of style, which makes for larger sales. The newer things will come in after Easter, and they must be considered, and appeal, because of novelty. When one thing remains the fashion for two or three months, things run into a groove, and there must be extra stimulus. This stimulus we shall receive this year, and late in April, say, we shall have a new fillip to business. Hence, I believe that merchants who prepare strongly for Easter will have their reward. Display the new goods, make a strong front, and get the women talking about the new things.

"It will be a mistake for anyone to alter the usual arrangements for Easter business. Why, I have known it to happen, when Easter falls the middle of April, for large numbers of women to have all their stuff bought well before that time. The average woman, by the middle of March is aching to get into something new, appropriate for the coming season, when she can dress herself at her best. They know just how they look most attractive, and the dress of spring is more comfortable to them, as well.

"We are prepared here to make the strongest appeal for Easter business that we have made in years. We shall have the largest Easter decoration, by far, that we have had in my time—two weeks before the 23d. Our house feels that this will be the best spring season we have had in years, and we are going in strong for business. There will be a very lavish decoration on the main floor, with 98 large stucco baskets, each divided in half to surround a pillar, each basket filled with one gross of large Easter lilies and a dozen large green-leaved branches. Between each two columns across the aisles, will be a white arch, each arch having 36 in inch opal globes shedding a mellow light. These arches will be intertwined with lily vine. Suspended from the center of each arch will be a golden bell, all giving a beautiful and spring-like effect, and creating the proper atmosphere for the opening season's business. All these and other preparations are indicative of the position of this house on the question.

"Of course, the ultra fashionable stores do not pay so much attention to dates. The wardrobes of their customers are so well replenished that they are pretty well prepared in general and need not wait for any formal date. Why, even by the middle of December the gowns and accessories for wear in Florida, Aiken and other resorts are shown in some stores, and anything at Easter is simply supplementary to the former offerings. The early Easter will simply encourage, at the more fashionable stores, the spring business that has already begun.

At Gimbel's the spring fashion show will be held at the usual time, before Easter, and the thirty odd handsomely attired young women will then be making their preambulations before the usual crowds of people who assemble to see them. It is understood that Mr. Wendel has something new up his sleeve in the arrangements for this event, which will exceed even the beautiful surroundings he has heretofore provided.

Color Cup
Color Bottle

One of the many popular models of PAASCHES "3 in 1" Air Brushes

Progressive Merchants

Cannot Afford to be Without Paasche's "3 in 1" Air Brushes

Your trimmers, card writers and **decorators NEED a PAASCHE AIR BRUSH OUTFIT** to make your holiday displays, Spring and Easter Openings the most artistic and attractive. An Outfit will pay **Big Dividends** on the investment.

Such houses as Marshall Field & Co., Rothschild & Co., Mandel Bros., Siegel-Cooper & Co., Boston Store, The Fair, Louis Weber & Co., Armour & Co., National Cash Register Co., Heinz & Co., and we could name hundreds of progressive concerns using our air brushes with remarkable success for making their **advertising displays, signs, show cards, price tickets; coloring artificial flowers, decoratives** and **window backgrounds; bronzing, gilding, lacquering** and **finishing old fixtures,** making them look like new, and a number of similar purposes.

USERS' OPINIONS.

"I have used your air brush for the most difficult show cards, signs and scenes and it has performed its functions perfectly in every respect. I recently airbrushed a white felt background worth about $250.00, which had become soiled with dirt and exposure. This was done without moving it from the window. I feel that your air brush saved the firm at least the price of the background, for it would have been necessary to put in a new one otherwise. Your air brush is superior and par excellence—supreme—without any question of doubt. Using "3 in 1" Model "D"-2 Air Brush." R. Granville Noble, Head Window Trimmer, Care of Louis Weber & Co., Chicago, Ill.

"I have given your "3 in 1" air brush a most thorough trial and find it satisfactory in every respect. It's the first air brush that I ever saw or had a chance to use, and can say it certainly does the work. It is the only air brush in town, and has made a "hit" It's a dandy from point to point—a brush that needs no drumming." Wesley E. Wilman, Ashland, Wisconsin.

"Some weeks ago I had the Wm. H. Block Co. of this city purchasea Model "D"-2 Paasche Air Brush, and I thought so much of it I purchased it from them.

"I have been employed in some of the largest sign and show card shops from coast to coast, have used all makes, but find the "PAASCHE" the best. My last position before coming to Indianapolis was with the I. M. Friedmau Co., Chicago, where I used your brushes constantly."
Harry L. Hiett, with The Wm. H. Block Co., Indianapolis, Indiana.

Catalog sent free upon request.

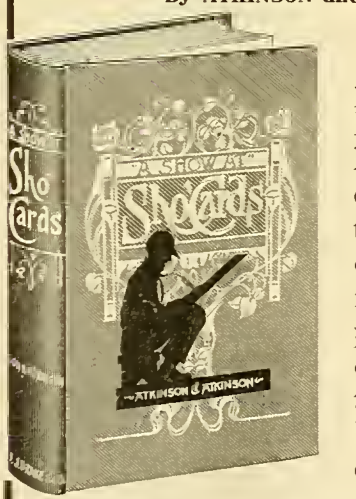
Paasche Air Brush Co.

MANUFACTURERS
610 Blue Island Ave., Chicago, Ill.

Just From the Press

"A Show at" Sho' Cards

By ATKINSON and ATKINSON



The most complete book of its kind ever published. A perfect course of instruction for card writers. Describes materials used in producing unique effects. Gives all the popular alphabets, and over 120 card creations.

Handsomely printed on heavy plate paper, 300 pages, 8¾x11¾ inches. 150 specially designed engravings. Bound in cloth. Price, prepaid, $3.00. Address

Frederick J. Drake & Co.
Publishers of Self-Educational Books
D 25, 1325 Michigan Avenue - CHICAGO

Daily's ads tell the truth, the whole truth and nothing but the truth.

ONLY ONE PRESIDENT in the chair—Only one commander-in-chief of the army—

and Only One Best Brush.

THAT'S THE

"Perfect Stroke"

BERT L. DAILY

There's a new President at Washington—and a new set of "Perfect Stroke" Brushes in Dayton for your workshop.

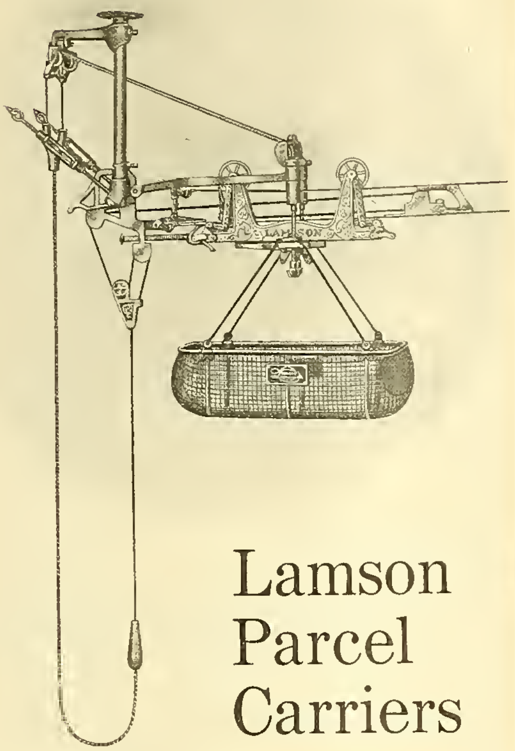
1913 CATALOG
Just off the Press. Write for your copy, TODAY. It's "full of meat."

Write for them without delay. You need them right now for your Easter and Spring display work.

Every brush guaranteed—it must act "right" or I'll make it "right" with you.

Postcard brings new 1913 Catalog.

BERT L. DAILY
of DAYTON, O.
Dept. E-3.



LAMSON

Lamson Parcel Carriers

—Centralize, and fix responsibility for every sale.

—Save time, labor and wages, and increase selling capacity of clerks.

—Have stood the test of many years of the hardest usage and today are the "reason why" of the good service in thousands of up-to-date stores.

ASK YOUR NEIGHBOR

The Lamson Company
BOSTON, U. S. A.

Wire—Cable—Tube—Belt—Pickup Carriers

Representatives in all principal Cities

SERVICE

FOR OUR ADVERTISERS

Curtis Leger Salesmen Meet

During the early part of January the road salesmen of the Curtis-Leger Fixture Company assembled in the Chicago headquarters and held a number of meetings that were both pleasant and instructive. Owing to the fact that all of the roadmen only have an opportunity of meeting each other and the office salesmen once in six months, an interesting program was arranged. Each morning they met in conference and listened to a lecture or witnessed a demonstration by some expert connected with the company. These talks covered the various lines handled by the company, such as wax figures and forms, special fixtures, window lighting and reflectors, complaints and adjustments, etc. One night the selling force was entertained by President A. D. Curtis at a dinner given at the Grand Pacific Hotel and later with a theater party. The following is a list of the salesmen present: Robert E. Heile, W. M. Howard, H. H. Koenig, J. M. Weimer, A. D. Curtis, Orval Simpson, E. L. Haines, H. Howard Harding, Henry Ely, Austin J. Hills, M. W. Kegley and E. R. Kegley.

Annual Salesmen's Conventions

Following a long established custom, the 600 or more salesmen, as well as the department managers, of the H. W. Johns-Mannville Co. assembled in annual convention on various dates from January 2 to February 8 at Milwaukee, Boston, New York, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, New Orleans, San Francisco and Toronto to learn more about the products which they sell.

One by one about 300 products of this concern, such as J-M asbestos roofing, shingles, packings, pipe coverings, brake linings, conduit waterproofing materials, mastic, cold storage insulation, electrical supplies, etc., were taken up and their advantages over competitive products pointed out to the salesmen by specialists in each line. A week's time was devoted to each of these conventions, with a banquet at the close as a fitting ending.

A Growing Concern

Owing to the rapid growth of their business the D. J. Heagany Manufacturing Company, 557-559 West Jackson boulevard, Chicago, find it necessary to move to larger quarters. Negotiations are now under way and will probably be concluded in a few days, for the occupancy of a much larger factory premises. The contempated site will afford ample room for the expansion of this fast growing concern. The D. J. Heagany Manufacturing Company specializes on card sign holders, draping stands, hand bag stands and a considerable variety of other fixtures. They do not attempt to handle wax fingers, papier mache, etc., but confine themselves to the practical and thoroughly tested display devices that are used by every store. As a consequence they are able to turn out exceptionally good work at less prices than are usually charged for this class of goods. Owing to the contemplated change in the location of their factory this company has not as yet issued its spring catalog, which is in the hands of the printer and will be completed immediately upon a definite decision as to the new address.

Cleaning Wax Figures

Many stores are under the impression that in order to have their wax figures cleaned and retouched season after season it is necessary to pay from $2 to $3 per figure for this work. The Harrisburg Wax Figure Renovating Company, 335 Crescent street, Harrisburg, Pa., have convinced thousands of the largest stores in the United States and Canada that this theory is wrong.

For the past ten years this concern has been marketing successfully a high class preparation for cleaning and retouching wax figures. With the complete outfit they furnish they also include a full formula of all materials used in their preparation with mixing directions. These materials are very inexpensive and can be purchased in any drug store. Their book of instructions carefully explaining how to clean and retouch wax figures true to life being so simple and carefully prepared that they assure any decorator of being able to master this art very quickly. With this outfit they guarantee a saving of hundreds of dollars annually in this branch for stores using wax figures.

1912 CATALOG
Strong's
CELEBRATED
SUPPLIES
FOR THE
SHOW CARD WRITER
FOR THE
SIGN PAINTER

Show Card Writers and Sign Painters This Book is Yours

Strong's

Blue Handle Brand Brushes

Aqua Water Colors
Transparent Colors
Oil and paper colors
Dry powder colors
Air brush Inks
Drawing Inks
Show Card Writer's Cardboard
Show card frames
Compasses, Squares, Triangles, Ruling Pens, Tool Cabinets, Complete Outfits, etc.

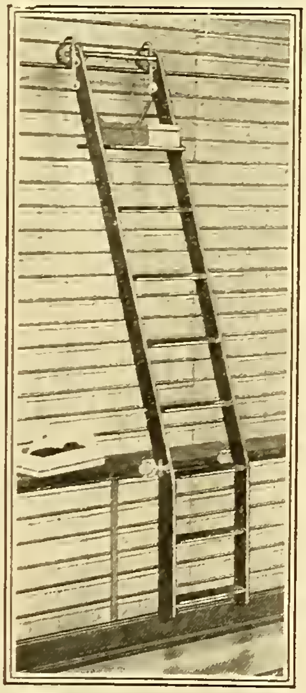
Contains 261 Illustrations of Brushes and Supplies.

Tells how to select and care for sign writing, brushes of all kinds,—how to get best results from each style. Strong's blue handled brand of brushes and supplies are unsurpassed. Designed by a practical show card and sign writer of years of experience—a man who knows the sign writer's brush-needs better than any mere brush maker ever could.

Send today for catalog. Have it on hand. We make prompt shipments and guarantee satisfaction. Address

Supply Dept.,
Detroit School of Lettering, Detroit, Mich.

Milbradt Rolling Ladders



"The Only Way"

For Rapidity
Efficiency
Safety
Economy

Has every other system beaten to death

Milbradt Rolling Step Ladders

Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

Send for Descriptive Catalog

Milbradt Mfg. Co. 1443 N. 8th St.
ST. LOUIS MO.

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it for your

Spring Opening Windows

The most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames.

In stock in convenient size in many different colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

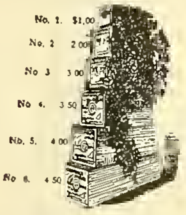
AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

Long Needle Pine

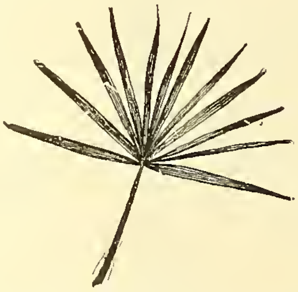
Southern Wild Smilax

FOR YOUR SPRING DISPLAYS

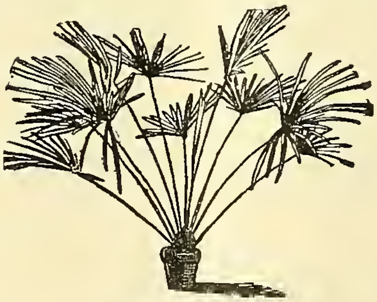
YOU can in no other way get such attractive, effective and seasonable arrangements and so inexpensively as you can by the use of my selected Palm Leaves, Smilax, Magnolia and other decorative evergreens. I am ready, as I have been ever since 1886, to furnish any of the evergreen decorations listed below, and guarantee them to be *right* and satisfactory in every particular.



Smilax



Palm Leaves



Chamaerop Palm Crown

SOUTHERN WILD SMILAX—Absolutely the finest decorative evergreen in existence. In decoration it will last almost any length of time, as it dries green, and is nearly as handsome when perfectly dry as when fresh.

Case No. 1	$1.00
No. 2	2.00
No. 3	3.00
No. 4	3.50
No. 5	4.00
No. 6	4.50

MAGNOLIA FOLIAGE—The Magnolia is, without doubt, the most beautiful of the many evergreen trees of the South. Branches are fine for decorating windows or interiors; also a great seller and can be handled a great deal without marring or bruising. Packed in same size cases as Southern Smilax.

No. 1	$1.00	No. 3	$3.00	No. 5	$4.00
No. 2	2.00	No. 4	3.50	No. 6	4.50

SOUTHERN GREY MOSS—Mighty attractive for festoons in the store and for the floor of show window. 25-lb. sack, $3.00.

CHAMAEROP PALM CROWNS—Fine for window decorations; also good sellers for home and church decoration. Placed in a vase of water they cannot be told from a natural plant. Our little booklet, "Some Things You Ought to Know," tells you how to handle them.

	Each	Doz.	Hundred
3 feet	$0.15	$1.50	$11.00
4 feet	.20	2.25	15.00
5 feet	.25	3.00	20.00
6 feet	.30	3.50	25.00
Assorted sizes		3.00	20.00

Extra large, 7 to 10 ft., 50c and $1.00 each.

LONG NEEDLE PINES—Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "green" for profit try them. Stand lots of handling; don't wilt, fade or shop wear easily, and are generally safe to expemrient with, for they will sell.

	Each	Doz.	Hundred
2 feet high	$0.10	$1.00	$6.00
3 feet high	.12½	1.25	9.00
4 feet high	.15	1.50	11.00
Assorted sizes 2 to 4 feet		1.25	8.00

Extra large sizes, 5 to 6 feet, $0.50 each.

SABAL PALM LEAVES—Always useful in decoration. Good to sell or give away. Perhaps you are looking for some little souvenir to present your customer this Easter season? How would a great big palm leaf do? Dozen, 25c; hundred, $2.50. Special rates per thousand.

Express Rates on my products are 25% under regular Mdse. rates.

CALDWELL, The Woodsman Co. Evergreen, Ala.

Complete Wax Figure Cleaning Outfit

Including Formula of all Materials

Don't pay the exorbitant prices experts charge. With this outfit you can do the same work and save from $2.00 to $3.00 per figure. We furnish enough materials for 100 wax figures; complete set of necessary tools; book of instructions carefully explaining the work; a complete formula of all materials used in this preparation, with full mixing directions.
(NOTE.—All materials can be purchased in your own city.)

PRICE COMPLETE **$5.00**

SPECIAL PRICE OUTFITS

Complete Formula with mixing directions, also our book fully explaining how to clean and retouch wax figures, including full set of necessary tools. Price **$2.50**

Same Outfit, but not including tools. Price **$2.00**

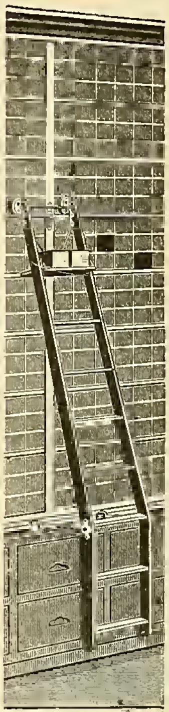
Complete Outfit of materials, enough for 100 wax figures, including book of instructions fully explaining the work; also full set of tools necessary for this work, but not including the Formula. Price **$2.50**

Our wax Figure cleaning outfits have been adapted and successfully used by thousands of the best stores in the United States and Canada. Our tints will not fade from the light, nor ruin any wax figure. We guarantee absolute satisfaction.

Invented and sold exclusively by

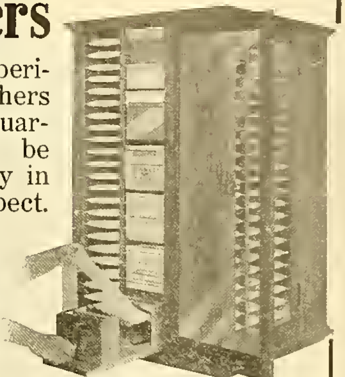
The Harrisburg Wax Figure Renovating Co.
335 Crescent Street HARRISBURG, PENN., U. S. A
Send for catalog. Largest concern of its kind in the world.

Milbradt Rolling Ladders



No. 3.

are far superior to all others and are guaranteed to be satisfactory in every respect.



Every ladder **made to order** and to fit all kinds of high shelving. Ready to hang on track when you receive them.

GLENWOOD LACE CABINET

Displays your laces, embroideries and dress trimmings to the best advantage. Keeps them all neat and clean.

WINDING DEVICE FOR LACES

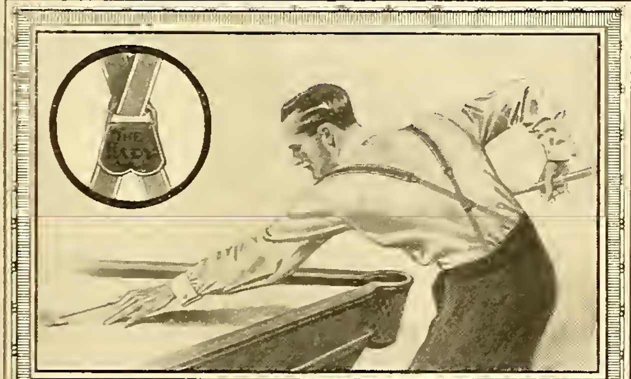
as shown in illustration above saves time and work. **Cabinet** revolves with ease on a circular foot.

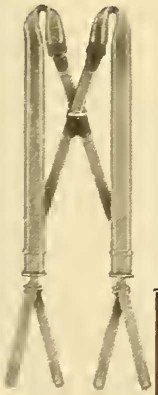
WRITE FOR CATALOGS

Manufactured by

JOHN CALANDER

630 Jackson Street ST. PAUL, MINN.





The KADY SUSPENDER

THIS is the favorite suspender with the man of action. It permits freedom of movement. The straps slide over the rollers in response to every motion of the body and shoulders. No undue wear or tear on suspender or buttons.

It's the Double Crown Roller

An unbeatable device. Largely copied but never rivaled. It's too simple and too strongly protected by patent to be duplicated.

It pays to sell the KADY—because men come back next time for another. It's easy to sell — because it's so plainly the best.

The Midget Pad Garters. Each pair guaranteed. Extra comfortable. Long wearing. Wide variety of colors. Retails at 25c. To Dealers 2.00 a dozen.

We furnish selling aids free; attractive cards and store signs. Write and ask us. The Kady retails at 50c and 75c. Prices to the trade, $4.00 and $4.25 a dozen.

THE OHIO SUSPENDER CO.
Mansfield, Ohio.

Trade Winners

No. 100

Colonial Millinery Hat Stands 24 to 60 in. high $36.00 per doz F. O. B Baltimore. Colonial Pedestals to match Hat Stand. Height 24 in. with 9 in. top.

No. 100 Photo in Base.
200 Cast Head in Base.
400 Floral Design in Base.
Detachable Bases.

No. 113 Shoe Stand to match; Artistic Hat Stand 12 to 36 in. high. $42.00 per doz. F. O. B. Baltimore.

All stands are finished in Highest Quality Gold Bronze.

They are genuine business getters, enabling you to make a rich and artistic display and give your stock the appearance of the highest valuation, always the desirable thing to do.

Our Specialty:
Millinery
Hat Stands

No. 123

Artistic Hat Stand for Millinery and Men's Hat Display. 12 to 45 in. high $36.00 per doz. F. O. B. Baltimore.

High Art Fixture Co.
222 N. Gay St. :: Baltimore, Md.

For Your Spring Display Use

Carter's Famous Greens

and you will be more than pleased with the many clever ideas which can be executed that will greatly improve the appearance of your show window and interior displays.

Prompt service, lower prices and better goods—that's why the demand for **Carter's** Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Low Express Rates.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft., weight 50 lbs., Price, $4.50
Case No. 2 contains 400 sq. ft., weight 30 lbs., Price, $3.50
Case No. 3 contains 300 sq. ft., weight 25 lbs., Price, $3.00
Case No. 4 contains 200 sq. ft., weight 20 lbs., Price, $2.00

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per doz.		$1.50
Per 100		$8.00
Chamaerop Palm Crowns	Per doz.	$2.00
Chamaerop Palm Leaves	Per 100	$2.50
Sabal Palm Leaves, the large kind	Per 100	$2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

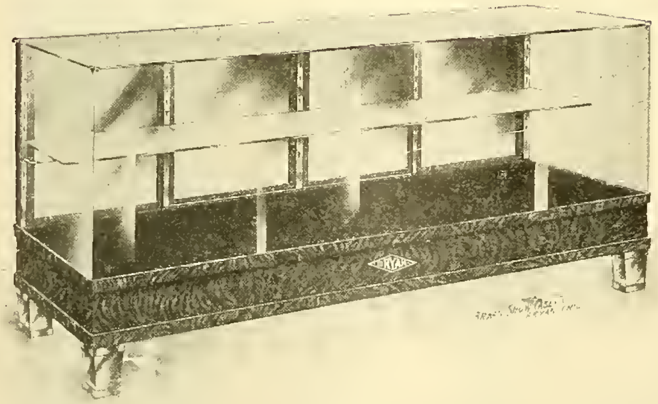
Gray Moss, free from trash or sticks; per sack of 15 lbs....$2.00

Fadeless Green Sheet Moss, free from trash or sticks; per sack of 100 sq. ft....$4.00

Laurel Festooning, Heavy Grade, 5c Per Yard

GEO. M. CARTER :: EVERGREEN, ALA.

A CASE OF GLASS IS HARD TO PASS



More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes — the construction is perfect.

You will find our catalogue interesting.

THE BRYAN SHOW CASE CO. : BRYAN, OHIO

For Your Spring Decorations

It's really essential to stay close to Nature!

The more natural your Spring Windows are, the more favorable comment they will cause.

Natural Green
American Preserved Oak Sprays

are nothing more than the green oak branches scientifically preserved by a special process which also renders them FIREPROOF.

Get Your Order in Now

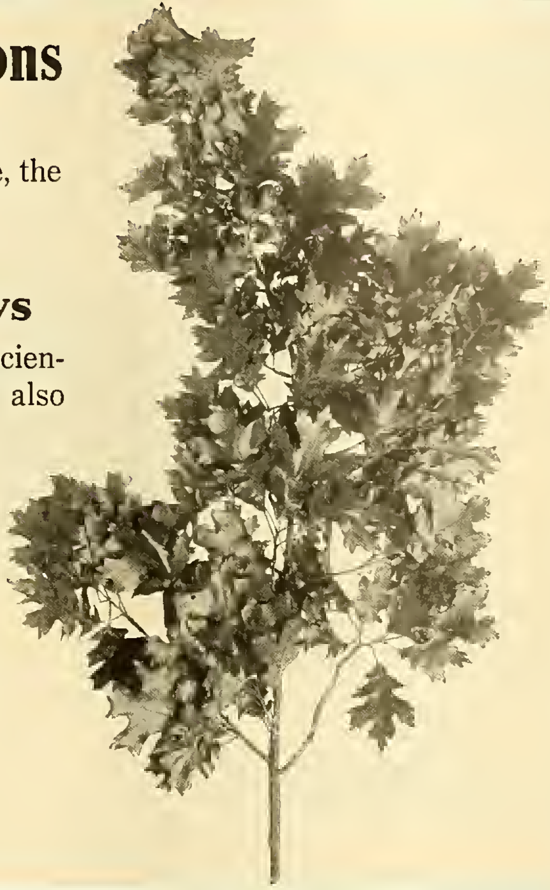
Easter is only eighteen days away. We will do our part and ship the same day your order is received.

AMERICAN OAK SPRAYS

NATURAL GREEN 100 pound cases 26c per pound
50 " " 30c " "

A. L. RANDALL CO.

66 E. Randolph St. CHICAGO, ILL.



Easter & Spring Decorations

We are headquarters for all decorative flowers, vines and foilage of every description.

Get your goods direct from the Manufacturer and Importer.

We do not issue a catalogue. When not in New York let us know your wants, we will mail you original samples.

Large Paper Easter Lilies for Decorations $10.00 Per 1000

L. SCHNEIDER

6 East Second Street NEW YORK

Suggestive, Appropriate and Unparalleled

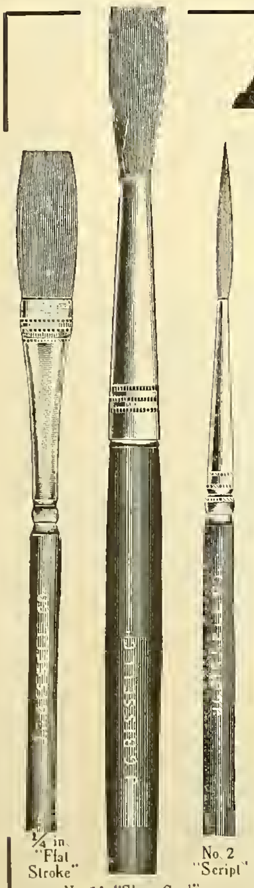
ART FLOWER DECORATIONS

For Easter and Early Spring Openings

Owing to an extremely early Easter season you will have to decorate much sooner than usual. Have you inspected my Spring circular to determine on a definite trim? My variety is good all through, every pattern shown is seasonable, and for quality, price and service, cannot be duplicated anywhere.
If my circular is not in your possession kindly write for another copy which will go forward without delay, ask for No. M 14.

Carl Netschert 23 South Wabash Avenue, Chicago

After May 1st, 1913, new location 12 to 22 North Michigan Ave., next to Montgomery Ward Tower Building, Lake Front.



Bissell's

GENUINE RED SABLE

Show Card Brushes

in three popular styles.

They represent the best that skill, money and experience can produce. If we charged you twice as much we could not give you better material or workmanship.

We believe you will eventually use **Bissell's Brushes**—why not order a set today? We guarantee them.

We have arranged the following sets for your convenience at a special price:

SET No. 1—Red Sable, "Flat Stroke," 5 sizes—¼, 5/16, ⅜, ½, ⅝ in. - - - - - - - - - - *$4.00*
SET No. 2—Red Sable, "Flat Stroke," 3 sizes, ¼, ⅜, ⅝ in. *2.45*
SET No. 3—Red Sable "Show Card," 12 sizes, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 - - - - - *8.00*
SET No. 4—Red Sable "Show Card," 6 sizes—2, 4, 6, 8, 10, 12 *1.30*
SET No. 5—Red Sable, "Script," 6 sizes—1, 2, 3, 4, 5, 6 - - - *1.25*

Send for Our Brush Pamphlet

It will assist you in making your own selection. Remember—we guarantee every brush.

J. G. Bissell Company
49 Barclay Street, New York

Manufacturers of BISSELL's (satin finish) Show Card Colors

Beaver Board background in a show window of W. E. Adams & Sons, Montpelier, Vt.

AN effective display of goods needs an effective back-ground to set it off.

A back-ground of Beaver Board is the quickest to construct the easiest to vary in design, the most effective for color treatment, the most economical to change often.

And it has 41 great practical, artistic and economical advantages, not only for window trims, but for drop-ceilings, partitions or entire walls and ceilings of any type of building, new or remodeled.

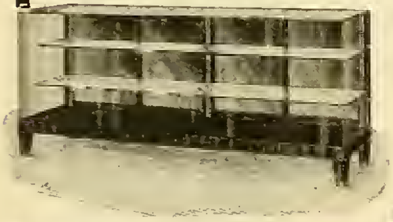
Booklet "Beaver Board for Window Trims" sent free.

The Beaver Companies

United States: 158 Beaver Road, Buffalo, N. Y.
Canada: 358 Wall Street, Beaverdale, Ottawa
Great Britain: 4 Southampton Row, London, W. C.

BEAVER BEAVER BOARD BOARD

Trade PURE WOOD FIBRE Mark



Cemented Joint Construction in this ALL GLASS SHOW CASE

makes this case at once most attractive, practical and effective for the modern display and sale of merchandise.

Time Saver SHOW CASES *Are Built NOT Put Together*

Time Saver Show Casses look mighty well in good stores. Time Saver Show Cases pay their way, because they sell the goods. Illustrations herewith show only two of our many designs. Prices and full particulars free upon request.

Saginaw Show Case Co., Ltd., Saginaw, W. S. Mich.

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

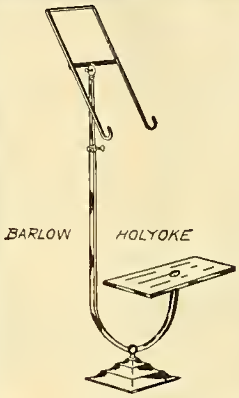
I'll teach you personally—by mail—you'll succeed. Wonderful field—for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards. Window Cards, banners, signs etc. are used in enormous quantities. Crawford B. C., writes. **"Earned nearly $200.00 since taking course."** Parrott, Okla., says, **"Earned several times cost of course since enrolling."** Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

EARN $18 TO $35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzner, Minn., writes, **"Did job recently and got $10.00, profit $7.05.** Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(Dept. 120) DETROIT SCHOOL OF LETTERING
DETROIT, MICH.

"Oldest and Largest School of its kind."



No. 2117

BARLOW FIXTURES

For the Best Display

Send for Catalog No 9
Just Out

The Barlow Company
79-B Race Street
HOLYOKE, MASS.

"FIRST HANDS" in PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialities and souvenirs. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 222 S. Market St., Chicago; 120 big pages; illustrated; $2 a year; 20c a copy, mail or at news-stands. No free copies.

DISPLAY FIXTURES

LATEST AND BEST DESIGNS OF ALL KINDS OF FIXTURES

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

Factory at
43 East 8th Street

Office and Display Rooms
738 Broadway, NEW YORK

Do you use an Air Brush?

FLOWEASY Waterproof AIR BRUSH INK

for show cards and signs. The only kind of ink to use in your air brush, all colors. 60c per pint. Air brush stencils in full sheets, half sheets and quarter sheets; 50c, 35c, 25c. Send for color sheet.

D. L. SHENKER
29 Monroe Ave. DETROIT, MICH.

STORE STOOLS
OIL CLOTH RACKS
Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

YOU CAN SAVE $ $ $ $ $ $ By lettering your own PRICE TICKETS and SHOW CARDS. It is easy to do RAPID, CLEAN-CUT LETTERING with our *Improved Lettering Pens.*

TRADE MARK

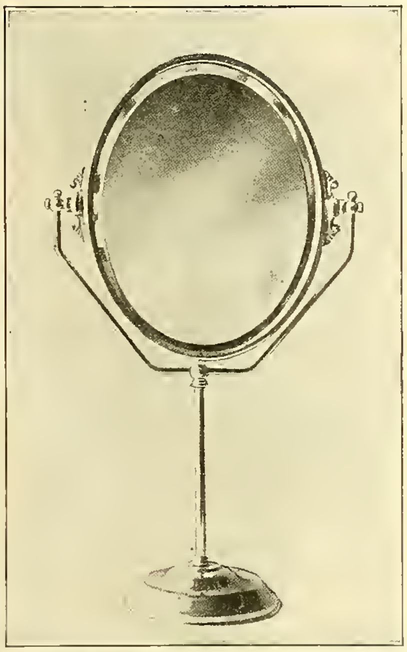
PRACTICAL LETTERING OUTFIT consisting of three Marking and three Shading Pens together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, sent prepaid at the *special introductory price of*....... ....$1.00

COLOR-PLATE COMPENDIUM, 72 pages, 8x11, a complete instructor for the Lettering Pen, prepaid.......................................$1.00
MODERN SHOW CARD LETTERING, DESIGNS, ETC., 144 pages, 6x9, for Pen and Brush, prepaid.................. ....$1 00

All goods guaranteed first class and reliable. Complete catalog of Lettering Supplies free.

Address the **NEWTON AUTOMATIC SHADING PEN CO.,** **(Dept.) D., Pontiac, Mich., U. S. A.**

AN INDUCEMENT



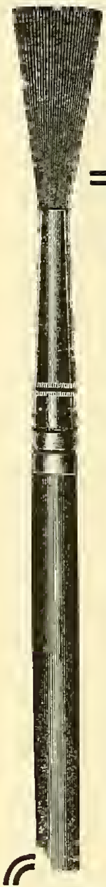
Mirror 8x10.
Oval Bevel
Plate

Standard and
Frame
Finished in
Nickel, Brass
or Oxidized
Copper.

We are not giving you something for nothing, *but*, for every $10.00 order of fixtures we will give you one of these beautiful Counter Mirrors free of charge. Send for our catalogue and make your selection *of Fixtures only.*

The Great Central Novelty Co.,
Cor. Second and Sycamore Sts.
CINCINNATI, OHIO

To the Show Card and Lettering Trade



Size 8

Has it ever occurred to you that what one man offers you as his first quality is sometimes not more than anothers second quality?

This is especially true in brushes and more so in the Red Sable Brushes. I have just received an importation of goods that are, in quality and workmanship, all that is to be desired and, if you are once familiar with the merits of these brushes, you will use no others.

My sizes are twice as large in diameter as rigger numbers, and I will sell them to you either in sets or in separate sizes.

For convenience I have the following combinations arranged in sets,

		PREPAID
Set A.	Red Sable Show Card Writer Brushes, sizes 2, 4, 6, 8, 10, and 12; 1 each	$4,20 Per Set
Set B.	The same; sizes 2, 4, 6 and 8; 1 each	1.75 Per Set
Set C.	The same; sizes 3, 5 and 7; 1 each	1.25 Per Set
Set D.	The same; 1 Doz. assorted, sizes 1-12	7.75 Per Set
Set E.	Red Sable Lettering Brushes, extra long hair, sizes 2, 4, 6, 8, 10 and 12; 1 each	4.80 PerSet
Set F.	The same; sizes 2, 4, 6 and 8; 1 each	2.00 Per Set

All Red Sable Brushes are made on seamless Albata or copper ferrules. with beveled edge, which protects the hair from being cut by the ferrule. No other brush has this desirable feature.

Give us a trial and you will be convinced that our goods are the finest that can be produced, or money refunded.

Separate price list, of all styles of Sign Writer Brushes, in all kinds of hair, furnished upon application, free of charge.

I. WESTHEIM
601 West 172nd St. NEW YORK

IMITATION **GRASS RUGS** ALL SIZES

Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street
NEW YORK

Adjustable Window Reflector
for Show Windows.

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting **all** the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

AMERICAN REFLECTOR & LIGHTING CO. **517 Jackson Boulevard, CHICAGO**

No. 5212
Lily Stalk
36 inches high, of 3 large beautifully veined lilies and buds.
Each, **75c.** Doz., **$7.50**
With Papier Mache Pot:
Each, **85c.** Doz., **$8.50**

No. 330a
Lily Vine
Four lilies of sateen, 12 fine leaves.
Per dozen yards, **$ 2.00**
Per gross yards, **20.00**

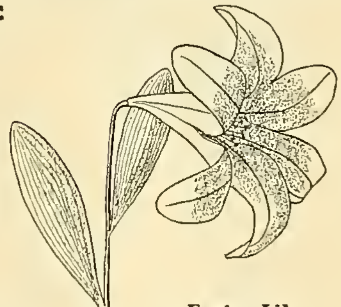
No. 310a
Rose Vine
3 nice open muslin roses, 12 leaves, roses in any color.
Dozen yards......**$ 1.50**
Gross yards...... **15.00**

No. 330
Lily Vine
Made of 3 very fine sateen lilies, 3 buds and 15 leaves.
Per dozen.........**$ 2.75**
Per gross **27.50**

No. 5211
Lily Stalk
30 inches of fine sateen lilies and buds.
Each, **50c.** Doz., **$5.00**
With Papier Mache Pot:
Each, **60c.** Doz., **$6.00**

No. 310b. **Rose Vine**
Made of 3 large roses, 3 large rose buds, 12 fine leaf sprays.
Per dozen yards................**$3.50** Per gross yards.............**$35.00**
This is an exceptionally good article.

Write for Catalogue Illustrated in Colors



Easter Lily
Of crepe paper, 16 inches high.
Per dozen........**40c**
Per gross.......**$4.00**

No. 375. **Passion Flower Vine**
True to nature.
Per dozen yards.................**$3.00** Gross yords......................**$30.00**

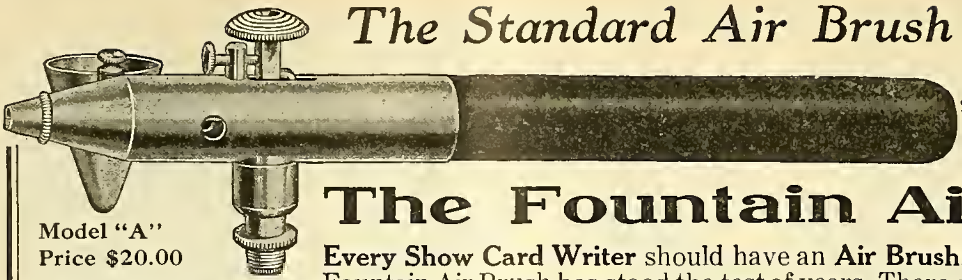
We supplied all of the decorative material for the opening of the The Hub's New Store.

We supplied all of the decorative material used in the Spring Openings of Marshall Field & Co., Chas. A. Stevens, Mandel Bros., etc.

L. BAUMANN & COMPANY, Chicago, Ill.

Largest Importers and Manufacturers **357-359 West Chicago Avenue**

The Standard Air Brush of the World



The Fountain Air Brush

Model "A"
Price $20.00

The Original Pencil Shaped Air Brush.

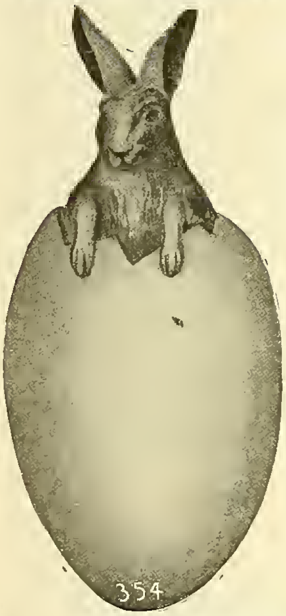
Every Show Card Writer should have an **Air Brush.** Why not the best? The Fountain Air Brush has stood the test of years. There are now over 20,000 in use.

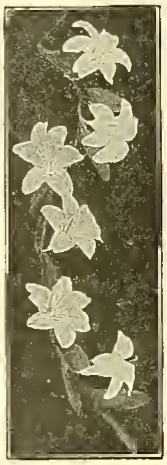
The **Model "A"** illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the model "E." Price, $12.00.

Send for Catalog M-79 (just issued) new prices.

THAYER & CHANDLER, 735-739 W. Jackson Blvd., CHICAGO

Easter Papier Mache and Floral Decorations





No. 659

No. 659
Easter Lily vines 40 inches long, made with 6 large lilies and 14 green leaves.
Price per doz.
$3.25
$36.00
per gr. vine

No. 652
Easter Lily blossoms
Single blossom on 14 inch stem with leaves. Flower is 6 inches diameter.
Price per doz.
45c
Price per gross
$4.50

No. 354 Peak-a-boo Bunny, painted in colors like an Easter egg, rabbit in natural oil colors, height 32 inches, width 18 inches, relief 5 inches. **$2.00** each.

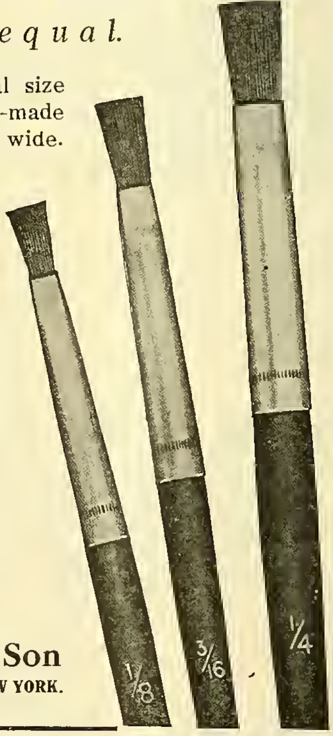
Write for Our Catalogue

American Decorating Co.
405 Irving Park Blvd. Chicago, Ill.

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.



Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send 4c in stamps for our Catalogue. Now ready.

J. F. Eberhard & Son
Dept. R., 298 Pearl St. **NEW YORK.**

NEW SCIENTIFIC DISCOVERY

BULLARD'S WAX FIGURE RENOVATOR

will not fade **nor rub off**

SEND $2 TODAY

EASY TO APPLY, LASTING LIFELIKE FINISH

Anyone can make wax figure heads look like new with this greatest discovery of the age.

BIG BOX ENOUGH FOR 12 HEADS

SATISFACTION GUARANTEED OR MONEY REFUNDED

"BULLARD" BOX 282 Altoona, Pa.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE ABSOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors, *$4.00*
Sample Order, c. o. d., 7 half-pints, different colors *2.25*

ROBERT HOSKIN, Manufacturer
625 Greenwich St. NEW YORK

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Window trimmers everywhere to act as our agents. One in each city. Big commissions. Send for big free book of Window Trims. Polay & Co., Medinah Bldg., Chicago.

WANTED—Window Trimmer in each city to take the agency for well-known line of display fixtures. We furnish samples and pay liberal commission. Address Box 193, care of Merchants Record and Show Window.

WANTED—Window trimmer and card writer, who is a good salesman, for men's and women's wear store. Must be of good character, aggressive, ambitious and abreast of the times. Good opportunity for a young man desiring a permanent position with future advancement. Only hustlers need apply. Give reference, specimens of sign work and salary desired. Address The Outlet, New Castle, Pa.

POSITION WANTED

POSITION WANTED—As window trimmer by young man, who would be willing to clerk in men's department, men's wear or ready-to-wear store preferred. Address Box 196, care Merchants Record and Show Window.

POSITION WANTED—An experienced young man desires position as window trimmer and card-writer. Department store preferred. References and samples of card work sent on request. Address W. W. V., care Merchants Record and Show Window.

POSITION WANTED—Experienced young man desires position as card-writer and decorator with up-to-date store. Satisfactory reason for leaving present employer and A 1 references on request. Address Box 198, care Merchants Record and Show Window.

POSITION WANTED—An expert window trimmer and card-writer desires change in March. Large department store experience where the best of merchandise was usd, good ability, industry and integrity were demanded; 7 years in one position. Excellent references. Address Box 197, care Merchants Record and Show Window.

FOR SALE, ETC.

WANTED—Every clerk in the United States to use our Patented Spacing Compasses for Lettering. Teach yourself by the easy way. Send stamp for full information. Address Stover Bros., 415 Maple St., Mt. Sterling, Ill.

NOTICE

On account of a most unusual condition, there is, at the present time, a splendid opening for establishing a first-class department store, which will make money from the very hour the doors are opened.

I will rent to the right parties for a term of years, if desired, my modern store building located on the best business street in one of the best towns in Southern Minnesota.

If not interested yourself. perhaps, you know of some friend in another town that might wish to look into this exceptional opportunity.

For full particulars, address Henry W. Morgan, Lake City, Minn.

You are referred by permission to Geo, H. Lamberton, Manager of this publication, who knows all about the proposition.

Index to Advertisers.

"Air Brush Designs"	00
American Lithographic Co.	61
American Decorating Co.	70
American Luxfer Prism Co.	6
American Reflector and Lighting Co.	68
American Rug Company	68
Annual Prize Contest	00
"Art of Decorating"	72
Bailey Reflector Co.	57
Baldwin, J. L., & Co. (Cash & Pkg. Carriers)	1
Barlow Company	67
Baumann & Co., L.	69
Beaven, E. A.	10
Beaver Companies, The	66
Bicycle Stepladder Co.	7
Bissell Co., J. G.	66
Botanical Decorating Co.	14
Bryan Novelty Mfg. Co.	68
Bryan Show Case Co.	64
Bullard	70
Calander, John	63
Caldwell, The Woodsman	62
"Cardwriter's Charts"	72
Carter, Geo. M.	64
Crystal Fixture Co.	4
Curtis-Leger Fixture Co	Back cover
Daily, Bert L.	59
Deco Mfg. Co.	12
Detroit School of Lettering	61-67
Detroit Show Case Co.	55
Drake, Frederick & Co	59
Eberhard, Joseph F., & Son	70
Economist Training School	51
"Faust's Complete Cardwriter"	00
Feldman, L. A., Fixture Co	67
Grand Rapids Show Case Co	53
Great Central Novelty Co.	68
Great Western Fixture Co	6
"Hardware Window Dressing"	72
Harrisburg Wax Figure Renovating Co	63
Heagany, D. J., Mfg. Co	15
High Art Fixture Co	63
Hoskin, Robert	70
Illinois Show Case Works	7
Interchangeable Fixtures Co.	8-9
International Correspondence Schools	16
Johns-Manville H. W. Co.	15
Koester School, The	49
Lamson Company	60
Lyons, Hugh & Co.	5
Matthews, Jas. H., & Co.	Inside front cover
Milbradt Mfg. Co.	61
National Cash Register Co	47
Netschert, Carl	66
Newton Automatic Shading Pen Co	68
Northwestern Compo-Board Co.	57
Norwich Nickel & Brass Co	Inside front cover
Novelty News	67
Ohio Suspender Co.	63
Onken Co., Oscar	11
Paasche Air Brush Co.	59
Palmenberg's, J. R., Sons	55
Pittsburgh Reflector & Illuminating Co	55
Piqua Bracket Co.	7
Polay Fixture Service	13
Quincy Show Case Works	13
Randall, A. L., Co.	65
Reflector & Hardware Specialty Mfg. Co	12
Saginaw Show Case Co., Ltd	67
"Sales Plans"	72
Schack Artificial Flower Co	Inside back cover
Schneider, L.	65
Shenker, D. L.	68
"Show Window Backgrounds"	00
"Store Management," Complete	00
"Strong's Book of Designs"	00
Thayer & Chandler	70
Wants, For Sale, etc.	71
Watkins, Frederick A.	55
Welch Mfg. Co.	2
Westheim, I.	68
Wilmarth Show Case Co.	3
Winter, M., Lumber Co.	15

Publications of

THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of $3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of $2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of $2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. **Only one book at reduced price with each yearly subscription.** NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's **Ready-to-Wear"**—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the porfolio desired must be requested with order accompanied by remittance of $2.00.

Little Straight Talks About Artificial Flowers

Talk No. 1—Why Schack Flowers Cost Less Than Others

It is an unusual condition when the low price of a high-grade article interferes with its sale. Yet that is the case with Schack flowers in some instances. If we charged much more for them, they would be easier to sell to some decorators who believe that price indicates quality.

There are a few high class window dressers who do not use our flowers because they have never seen them under favorable conditions, and they don't believe that high art flowers can be sold at the small prices charged for Schack flowers. This belief is natural to a decorator who has been accustomed to buying imported flowers and who has not given Schack flowers a trial.

It is hard to believe that in these days of sharp competition, that the beautiful and artistic products of the Schack factory can be sold for half the price that other dealers must charge for goods that are no more attractive. But this can be done and the reasons are very simple. Here are some of them:

Reason No. 1 Schack flowers are made in the largest and best equipped factory in the world for turning out this class of work. Buying the best raw materials in great quantities and handling them with labor-saving machinery cuts down the cost.

Reason No. 2 No duty is paid on Schack flowers. This means a saving of 60 per cent. There are no customs broker's charges, Ocean freights, or freight from port of entry. The total expense on imported flowers, for duty, carriage, insurance, etc., amounts to nearly 100 per cent.

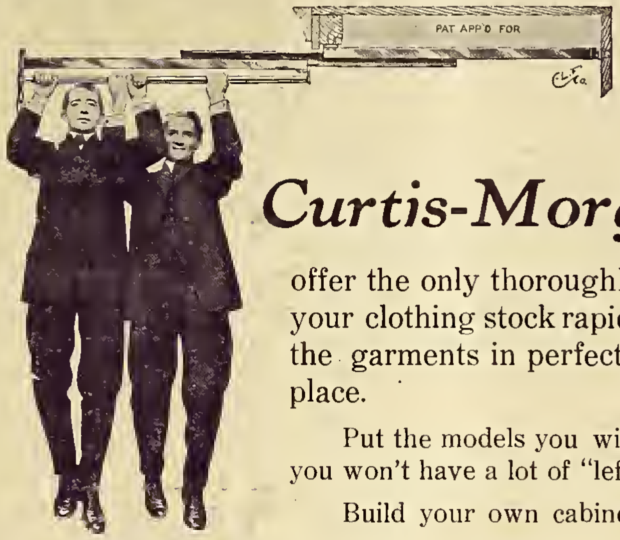
Reason No. 3 Schack flowers are sold direct from manufacturer to consumer. This saves at least one middleman's profit that must always be paid by the user of imported flowers. The user of Schack flowers pays only one profit and that a reasonable one.

Reason No. 4 Schack flowers are sold by mail and not by traveling salesmen. This saves traveling expenses and salary, or a commission of at least 20 per cent, for the salesman. Our printed net figures insure everyone the same price.

But no matter how low our prices are, we could not hope to get business from up-to-date American window dressers unless our goods were equal in appearance to any goods on the market. Thousands of progressive decorators claim that our goods are the best to use at any price.

If *you* have not used Schack flowers, you owe it to yourself to give them a trial. May we send you a trial order for your Spring windows? Our large new circulars contain so many handsome designs that you are sure to find just what you want.

The Schack Artificial Flower Co., Inc., 1739-41 Milwaukee Ave., **Chicago**



Curtis-Morgan Extension Racks

offer the only thoroughly dependable method of "turning over" your clothing stock rapidly and with minimum effort. They keep the garments in perfect condition with every size in its proper place.

Put the models you wish to dispose of in the front of the case and you won't have a lot of "left overs" at the end of the season.

Build your own cabinets if you want to; we will furnish the plans.

Order now! You won't be disappointed for ours are the easiest running and most durable racks made.

Ready to ship in 42, 48 and 54 inch lengths

Have you a copy of our 1913 catalog? The illustrations shown on this page are but a few of the hundreds in this book. Contains 288 pages of "up to the minute" display equipment.

Ask for your copy now

No. 2060. A dandy counter stand that sells your neckwear nearly as fast as you can load it up. ⅝ inch square standard, is fitted with two adjustable cross bars and mounted on 8 inch rubber tipped base of handsome design. Holds 20 dozen ties and *sells* them too.

No. 1930. Is a brand new coat and vest form for this season's latest fashions. Especially suitable for coats of "English" cut. Modeled under the supervision of the designing department of one of the foremost clothing manufacturers. Mounted on extensible standard and 7½ inch base.

No. 1538. You can do more clever "stunts" with this collar and neckwear stand than with any other made. Extensible standard is fitted with slotted metal collar top, into which gloves, handkerchiefs, etc., may be inserted. Also has loop at top of standard through which ties may be drawn.

CURTIS-LEGER FIXTURE CO.

237 Jackson Boulevard - - CHICAGO

VOL. XXXII APRIL, 1913 NO. 4

MERCHANTS RECORD
AND SHOW WINDOW
J Smith Store
Ye Olde Time Store
D.P.
CHICAGO

Norwich Fixtures

The Judicious Merchant's Choice

Why?

Because—They are made of the finest material possible
Because—They are fully guaranteed to give satisfaction
Because—Quality considered they are the cheapest

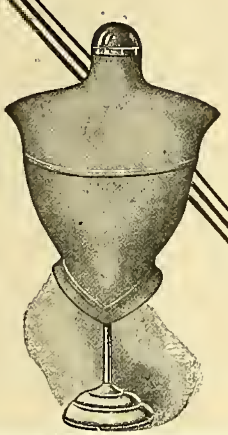
Send your next order for fixtures to us
Our Catalog is Free
Have you one? If not let us know and you will

The Norwich Nickel and Brass Co.
Norwich, Conn.

Salesrooms

NEW YORK
712 Broadway

BOSTON
26 Kingston St.



Luxfer Prism Transoms are Architecturally Decorative—and Deliver Daylight

Next to location, the most important natural asset to a store is DAYLIGHT.

A light, bright, cheerful store attracts customers, while a dark store will often repel them.

The buying public prefer to shop by natural light rather than by artificial light, especially when buying dry goods, haberdashery, etc.

All else being equal, the DAYLIGHTED Store gets the business.

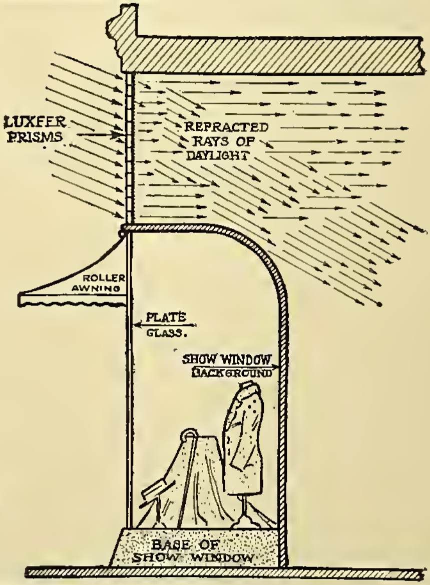
Luxfer

A Luxfer system costs comparatively little to install and nothing to maintain, and pays for itself by reducing the use of artificial light.

Luxfer Prism Transoms **installed in place of plain glass,** as shown by cut, distribute daylight throughout the interior. Their appearance is ornamental and they harmonize well with any style of store front.

Basement daylighting is effectively accomplished by **Luxfer Prism Sidewalk Lights,** which are fully described in our latest catalog.

Write for a copy.



AMERICAN Luxfer Prism COMPANY

Chicago, Heyworth Bldg.
Boston, 49 Federal Street
Cleveland, 419-20 Citizens' Bldg.
Duluth, 106 W. Michigan Street

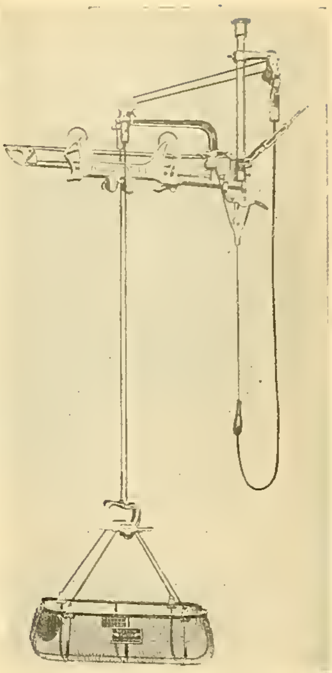
Indianapolis, 7 East Market
Kansas City, 948 N. Y. Life Bldg.
Milwaukee, Stroh Bldg.
New York, 507 West Broadway

New Orleans, 904 Hennen Bldg.
Philadelphia, 411 Walnut Street
Rochester, 38 Exchange Street
St. Paul, 615 Ryan Bldg.

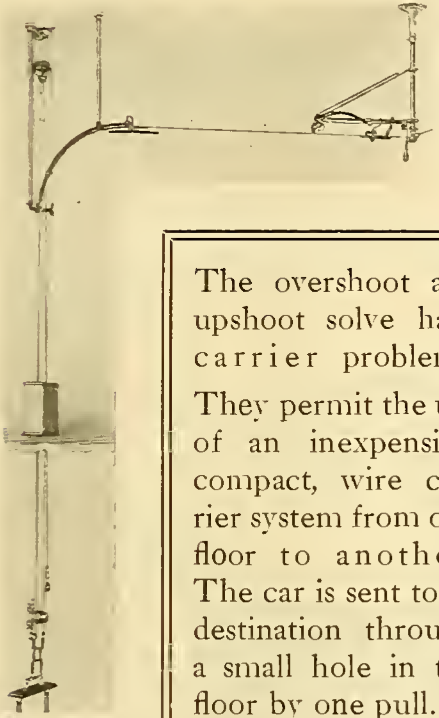
Minneapolis, 506 Andrus Bldg.
Dallas, Builders' Exchange
San Francisco, 445-47 Turk Street
Los Angeles, 928 S. Main Street

Why Lose Customers,

Valuable Time, and waste the energy of your salespeople by the old method of running back and forth with cash and package—or by the use of an antiquated Carrier System, when this waste and loss of customers can be eliminated by the installation of the most modern (tried and true)

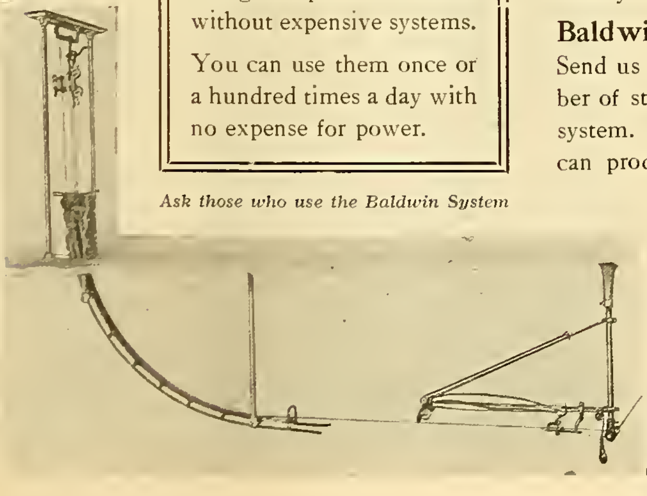


Showing Sales—Station of Our No. 17 with Basket Lowered to Receive Goods and Cash



No. 22 Overshoot

No. 23 Upshoot



The overshoot and upshoot solve hard carrier problems. They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

Baldwin Flyer

Cash and Package Carriers

They will give quickest possible service and are noiseless, sure and safe. Neat and handsome in appearance. Make your old carriers help pay for a new, modern system—ask us how. You have to live with a system—get hitched up to one that you can depend on—A BALDWIN FLYER. Investigate and see for yourself. We challenge comparison, even to the most minute detail.

I Want You To Judge The Flyer

For yourself on its own merits. *See* it yourself and be your own judge. In order to make this easy for you, we will ship you one station or any number of stations of *The Flyer* Cash Carrier on thirty (30) days' *free trial* and if not entirely satisfactory ship back at our expense.

Baldwin Flyers are the result of twenty years' experience. Send us a diagram of your store to-day, showing about the number of stations desired and we will quote price on a complete system. If you want the best that skill, experience and money can produce, see us before you buy.

It will pay you to write for catalog

James L. Baldwin Carrier Co.
352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

SAN FRANCISCO, CAL.	LOUISVILLE, KY.
Office	Office
Room 125 Hansford Block	1409 Inter-Southern Building

Y. M. C. A. Building and Stores, Covington, Ky., Showing Ventwell Fronts.

YOUR STORE FRONT

—IS IT AN ATTRACTION OR A DETRIMENT?

In these days of keen competition, an attractive store front is as essential to profitable window service as salesmen are to the store—it gives the display a chance.

—The Ventwell Metal Store Front

is decidedly attractive in appearance and is the only store front which actually controls the Ventilation from the outside—no other system does this.

Ventwell Ventilation Control means much to the merchant—it positively insures a frost-proof or dust-tight window—constant and efficient window service winter and summer.

—Ventwell is a Good Investment—Never an Expense

Ventwell is made of copper with Steel Reinforcement, thus combining the structural stability of steel with the durability of copper—Guaranteed 20 years.

There are many other important *Ventwell* Features you should know.

Estimators and designers at your service—Send for New Catalog—Write us today.

THE VENTWELL STORE FRONT COMPANY, NOBLE BUILDING
CLEVELAND, O.

Ask Yourself

Is there any good reason why your shelving should not be as up-to-date as your merchandise and all the other methods of doing business to-day.

FANCY CANDIES

Baine's Adjustable Shelf Brackets

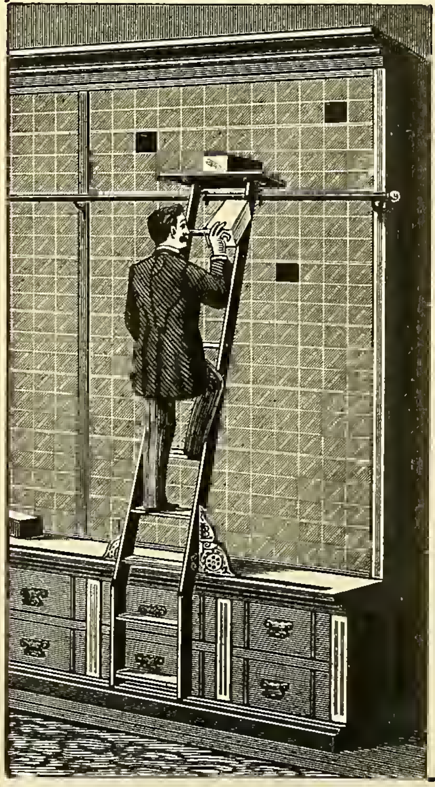
will give you fully 30% more shelf room and display your goods far more attractively than is possible with any ordinary shelving.

The shelves are adjustable to any required height, therefore no lost space. Have the shelves any length and depth you desire. Write for particulars.

PIQUA BRACKET CO., Piqua, Ohio

The Bicycle Step Ladder

The Newest, Neatest, Simplest, Easiest Operated and Safest



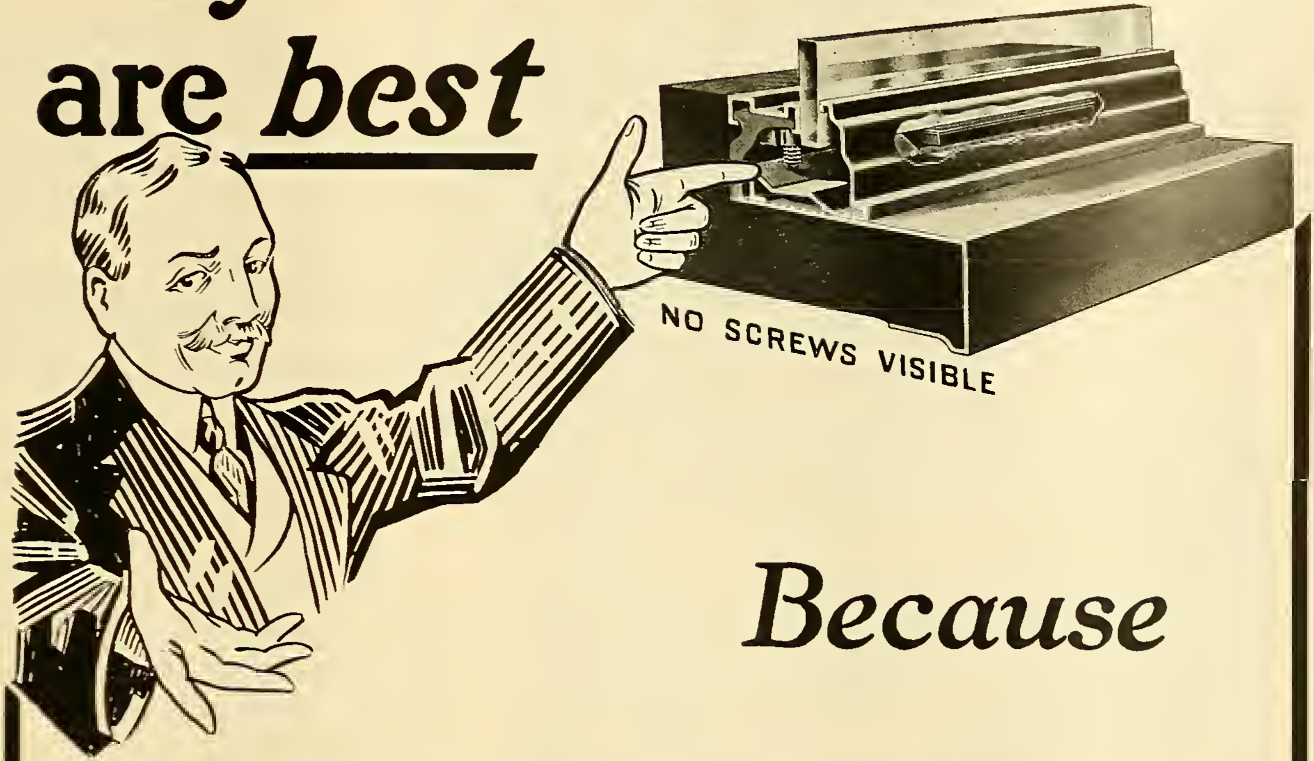
The Newest, Neatest, Simplest, Easiest Operated and Safest Store Ladder made. Ladders are not suspended, but supported from below on wheels. Move easier with operator on than others when empty. Highly finished and very handsome. Made in different grades and prices to suit. Ask about the **New Noiseless Track**. Send for Illustrated Catalog and Price List.

See this space next month for other style of ladder.

The Bicycle Stepladder Company

61 Randolph St.
CHICAGO, - ILL.

Why Zouri Store Fronts are *best*



Because

They Are a Positive Improvement on All Constructions So Far Produced

JUST FOUR POINTS ← Notice the Illustration Above—
Showing Zouri 49-D Sash
Which Provides

Point One A continuous rigid combination stop and gutter—made from *Solid Copper*·

Point Two A malleable casting connecting gutter and sill. We use heavy screws—*driven home.*

Point Three A *Brass Screw* is used in the malleable casting—which, when operated, comes into contact with the cam portion of outside member.

Point Four The outside member—(lower portion of which extends beyond inside line of glass) has a cam portion with which the Brass Screw comes in contact. When the Brass Screw is operated, the outside member is drawn against the glass and pressed against the sill simultaneously.

Let us tell you about the many ***Exclusive Features*** *of*

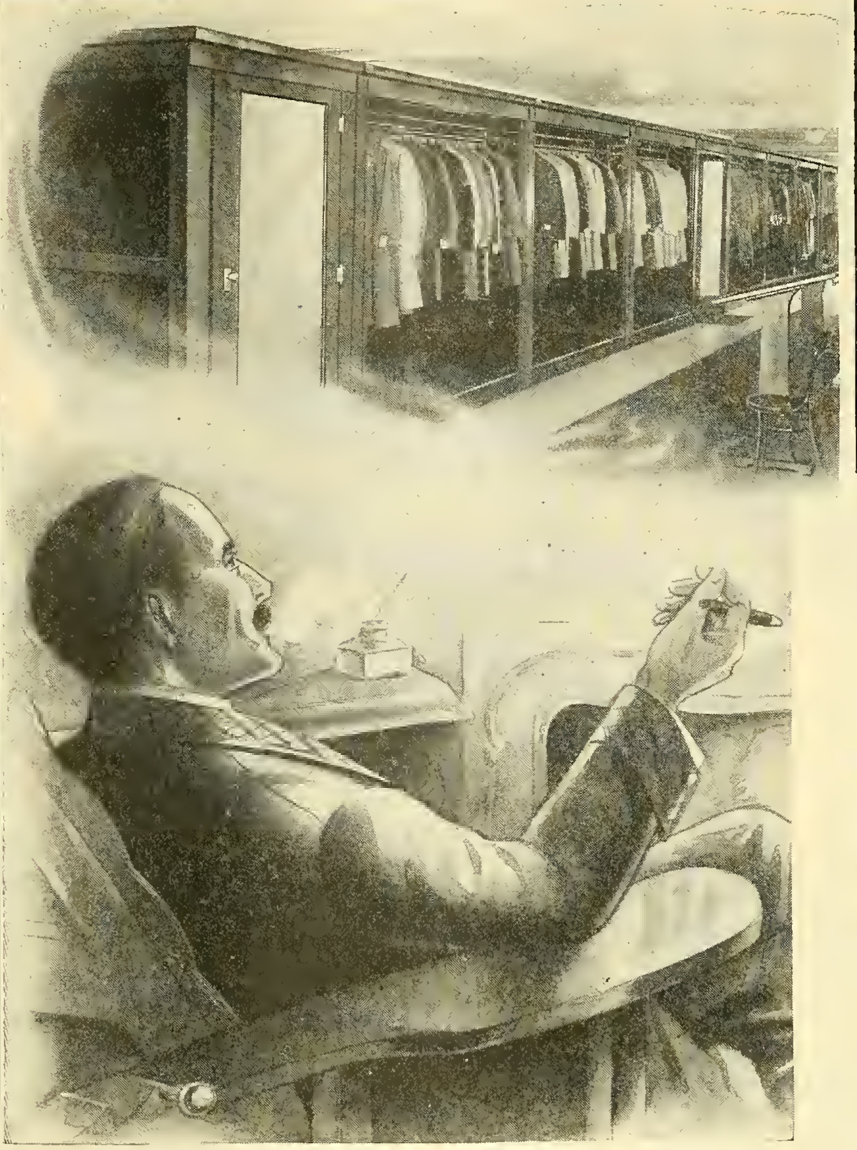
Zouri SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

JUST DROP A POSTAL

Zouri Drawn Metals Company

223-243 West Schiller Street
Chicago, - - Illinois



Let Our
DESIGNERS
Put Your
DREAMS
On Paper

WE are all dreamers at heart. We dream of a better home; and we dream of a better business. Progressive merchants, everywhere, are dreaming of more business and better equipment.

YOU have YOUR "dreams" for YOUR business. We shall consider it a privilege to go over your plans with you and have our designers put your dreams on paper.

Perhaps you are not warranted in buying everything you might like, this year, but that is no reason why you should not get your ideas in concrete form so that you may know *just what you want* and *just what it will cost.* "A half loaf is better than no bread;" and a part equipment is better than no equipment. By working on a definite plan what you buy this year will harmonize completely with the balance of the installation which you may purchase in the future. Our Service Department is at your command.

Chicago—233 W. Jackson Blvd.
Boston—21 Columbia St.
Pittsburg—House Bldg.
Minneapolis—Kasota Bldg.

THE WELCH MFG. COMPANY
GRAND RAPIDS, MICHIGAN

New York—732 Broadway
St. Louis—1118 Washington Ave.
San Francisco—1109 Mission St.
Grand Rapids

THE WELCH SYSTEM

LABOR SAVERS
AS WELL AS
**MERCHANDISE
MOVERS**

THE *Wilmarth* LINE

TWO BIG IDEAS should be kept in mind in buying display cases. FIRST, that they shall show your goods to the best possible advantage; in fact be real "Merchandise Movers." SECOND, that they be so constructed as to be "Labor Savers" so as to reduce your selling cost.

For the past 16 years we have been working out show case designs, along those lines, which embody the ideas of the best merchants all over the country. You can profit by this accumulated experience. Our catalogue shows a number of cases especially designed for your line, and we probably make just what you are looking for.

You take no chances when you buy a case from The WILMARTH Line. We have had years of experience; we have a big plant; they are Grand Rapids Made; and are in use from "Coast to Coast."

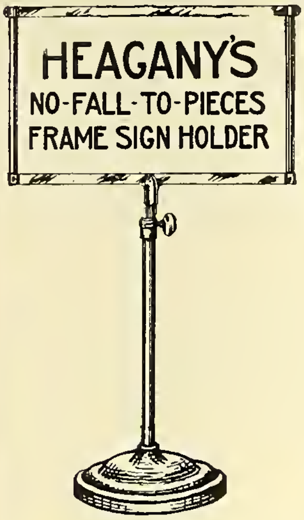
New York—732 Broadway
Boston—21 Columbia St.
Pittsburg—House Bldg.
Minneapolis—Kasota Bldg.

WILMARTH SHOW CASE CO.
GRAND RAPIDS, MICHIGAN

Chicago—233 W. Jackson Blvd.
St. Louis—1118 Washington Ave
Tampa—215 Tampa Street
San Francisco—515 Market St.

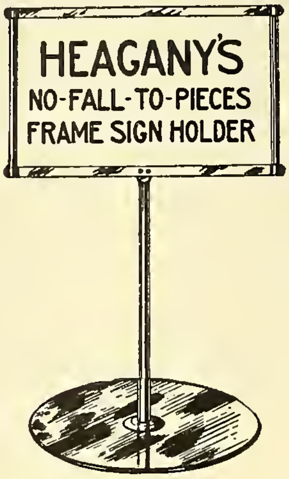
THE *Wilmarth* LINE

The Best Fixtures for the Money and as Good as You Can Get at Any Price



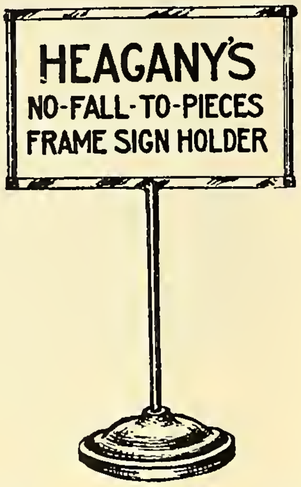
No. 93

Adjustable Holder for ¼ sheets, 11x14 in.. 6 in. base, ½ in. tubing. Adjusts 15 to 29 in. and 18 to 35 in. Nickel or Oxidized. Per doz.................... .$13.50



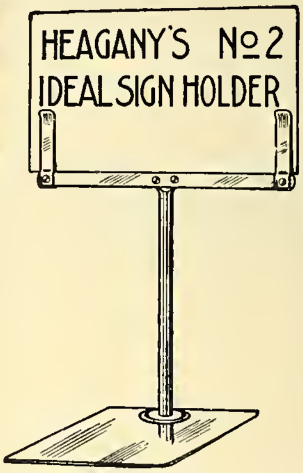
No. 82A

Frame Sign Holder, neat, durable and inexpensive. 7x11 in. Round, flat base. Nickel or Oxidized. Per doz......................$6.50



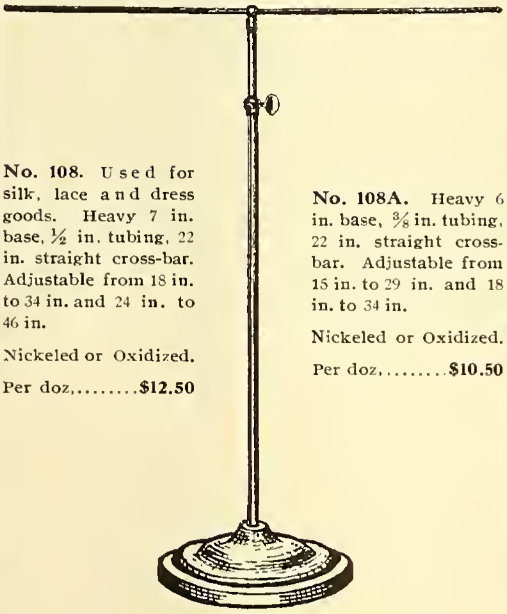
No. 91

Frame Sign Holder for cards, 11x14 in.; 6 in. heavy base, 12, 15, 18 and 24 in. high. Nickeled or Oxidized. Per doz....................$12.00



No. 106

Ideal Sign Holder, 6, 8, 10 and 12 in. high, 7 in. wide at top, 4x4½ base for cards 5½x7. Most popular holder in use. Nickel or Oxidized. Per doz.............$2.25



No. 108

No. 108. Used for silk, lace and dress goods. Heavy 7 in. base, ½ in. tubing, 22 in. straight cross-bar. Adjustable from 18 in. to 34 in. and 24 in. to 46 in.

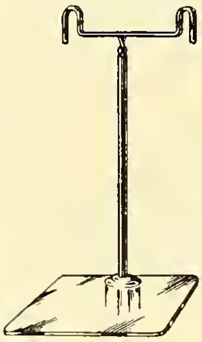
Nickeled or Oxidized.

Per doz........$12.50

No. 108A. Heavy 6 in. base, ⅜ in. tubing, 22 in. straight cross-bar. Adjustable from 15 in. to 29 in. and 18 in. to 34 in.

Nickeled or Oxidized.

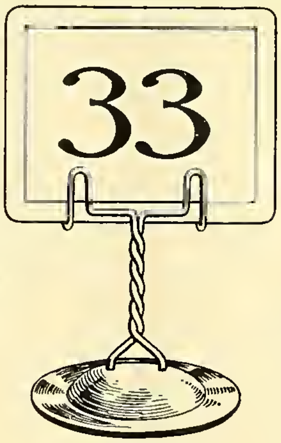
Per doz........$10.50



No. 100

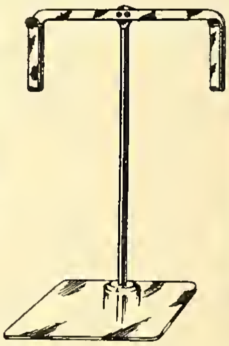
Handy Sign Holder, 2½, 4 and 6 in. high; base 3x3, ¼ in. rod standard, very rigid. Nickel or Oxidized.

Per doz..........$1.50



No. 98.

Holders for very small signs for counters or show cases; very useful. Nickel finish. Per doz......$0.75



No. 101

Handy Sign Holder, 5 and 6 inches high; base 3x3; top 4 in. wide. Best holder of its size. Nickel or Oxidized.

Per doz...........$1.75

The Big Values We Always Give

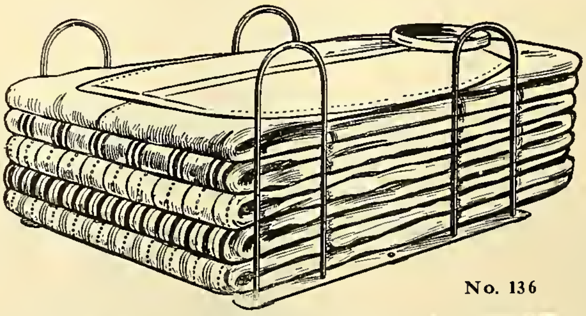
have increased our business so we had to secure a new factory with three times our original space. Larger quarters and additional equipment will help us to deserve even more than before our reputation of makers of—

"The Best Fixtures for the Money"

The D. J. Heagany Mfg. Co.

Successors to D. J. Heagany

557 W. Jackson Blvd., CHICAGO, ILL.



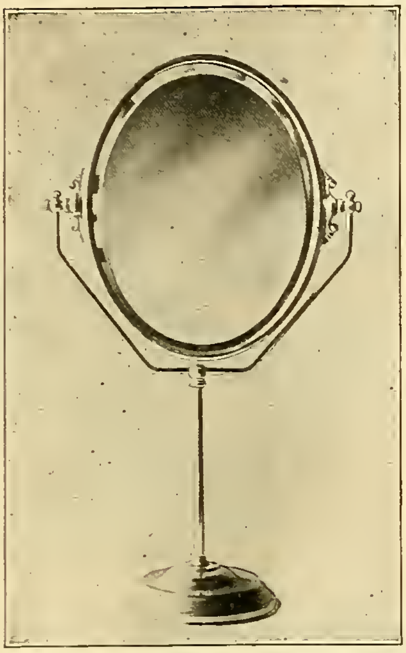
No. 136

No. 136. New Shirt Rack, adjustable to any size shirt. Also for laces, etc. Sole leather washers on bottom to prevent scratching.

Shirt Rack 11x18, per doz..$8.00

No. 136A. Lace Rack, 11x12, per doz..........................$6.00

AN INDUCEMENT



Mirror 8x10.
Oval Bevel
Plate

Standard and
Frame
Finished in
Nickel, Brass
or Oxidized
Copper.

We are not giving you something for nothing, *but*, for every $10.00 order of fixtures we will give you one of these beautiful Counter Mirrors free of charge. Send for our catalogue and make your selection *of Fixtures only*.

The Great Central Novelty Co.,
Cor. Second and Sycamore Sts.
CINCINNATI, OHIO

WE ARE ON THE MOVE TO
BETTER QUARTERS

To justify the ever increasing business and to facilitate the handling of merchandise, to better satisfy my thousands of customers, has prompted me to move my establishment to more modern and commodious quarters at 12 to 22 N. MICHIGAN AVENUE in the large mercantile building adjoining the well known Montgomery Ward Tower Building on the Lake Front.

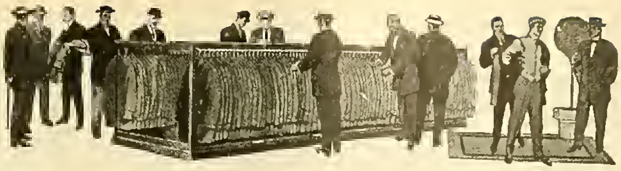
My entire business will be located on the fourth floor, permitting a model factory, well arranged stock rooms, and last but not least, the finest, most artistic and up to the minute show room and office of any in my line.

New location will be in readiness on May 1, 1913 and when in the market would be pleased to greet you there.

Carl Netscher

12 to 22 N. Michigan Ave. Chicago, Ill.

Until May 1st address me at present location
23 So. Wabash Avenue



Quality in Garment Cabinets is an Essential Business Factor

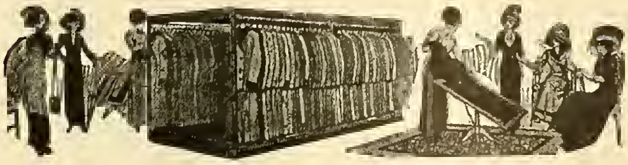
as essential as good merchandise. Good fixtures are good assets. They are necessary in making many sales, because the right kind of fixtures attract desirable customers. That's why

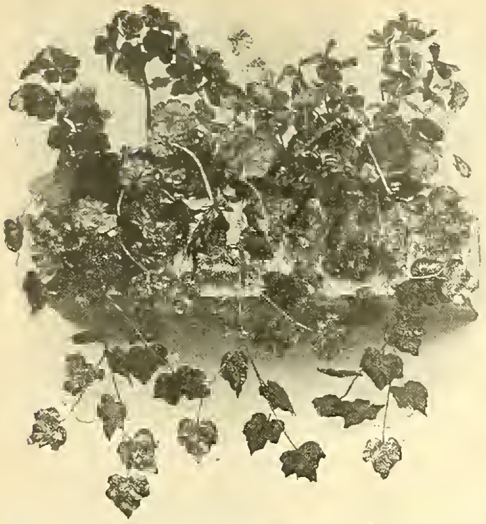
ILLINOIS (Patent) GARMENT CABINETS

are so popular among users of Garment Cabinets. They make their appeal on the basis of profits because they help to increase business by making it possible to serve trade more rapidly, satisfactorily and efficiently. They do this because they have these meritorious arguments. Full visible glass cases, silent, disappearing doors, automatic hangers which do not swing out and waste valuable aisle space, and—important—all parts are so carefully adjusted that there can be no disturbing noises to annoy customers.

On the basis of mutual fairness, we ask you to investigate Illinois Cabinets. If you value more profits write now for our catalog, it's free on request.

Illinois Show Case Works
1735-1743 North Ashland Avenue
Chicago, Illinois





No. 1600

Birch Bark covered box, 24 inches long, filled with Velvet Geraniums and Ivy Vines, finest material. Each $2.50

No. 1601

Same as 1600 filled with Velvet Nasturtiums and Vines. These boxes may also be used conveniently for interior decorations on ledges, etc., may be had in any length at **$1.25** per running ft.

FERN DISH FILLINGS.

Of White Cardboard. Will fit any standard size China, Glass or Metal Fern Dish.

		Each	Doz.
No. 204.	3 inches in diameter......	$0.20	$ 2.00
No. 204A.	4 inches in diameter......	.30	3.00
No. 204B.	5 inches in diameter......	.45	4.50
No. 204C.	6 inches in diameter......	.65	6.50
No. 204D.	7 inches in diameter......	.80	8.00
No. 204E.	8 inches in diameter......	1.00	10.00

FERNERIES IN BIRCHBARK DISHES.

Ready for sale over the counter.

		Each	Doz.
No. 206.	4 inches in diameter......	$0.40	$ 4.00
No. 206A.	5 inches in diameter......	.50	5.00
No. 206B.	6 inches in diameter......	.75	7.50
No. 206C.	7 inches in diameter......	1.00	10.00

No. 380

NASTURTIUM VINE

Of 4 high grade velvet flowers, 12 fine leaves.

Doz. yards..**$ 3.00**
Gross yards. **30.00**

No. 378

DAISY VINE

Four large beautiful sateen flowers, yellow or brown centers, 15 muslin leaves.

Doz. yds.**$ 2.25**
Gross yds. **22.50**

No. 6006.

DAISY SPRAY.

24 inches high. No cheap paper goods, but the finest sateen flowers are **used** in this spray; diameter of flower, 3½ inches.

For Vines see No. 378 above.

Dozen sprays ....**$ 3.00**
Gross **30.00**

No. 379.

GIANT MORNING GLORY VINE.

Very showy and attractive, 4 large flowers, 12 leaves.

Doz. yards..**$ 2.50**
Gross yards. **25.00**

Order for your Spring Opening now. Our catalogue illustrated in colors is at your service.

L. Baumann & Co.

**Largest Importers
and Manufacturers**

**357-359 West Chicago Avenue
Chicago, Ill.**

No. 375.

PASSION FLOWER VINE.

True to nature.

Per doz. yds...**$ 3.00**
Gross yds..... **30.00**

NOTICE

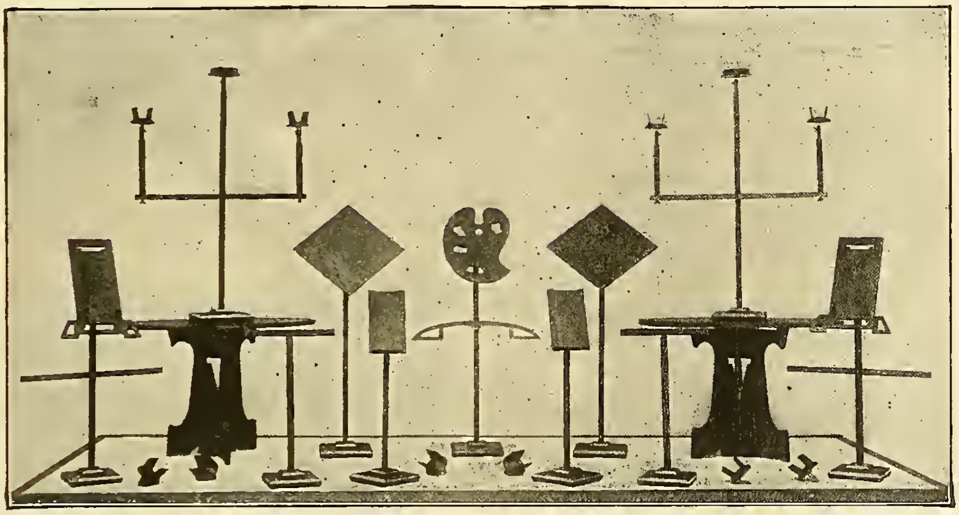
To the RETAIL DRY GOODSMEN

My Special Set of Wood Window Fixtures Will Help You With Your SPRING TRADE

No matter what your RENT is your SHOW WINDOWS cost you more than half of it, because of prominence of location.

I Can Show You How to Spend $15.00 or $25.00 **NOW** and Get It Back in **EXTRA PROFITS** Several Times Between **Now** and **Spring.**

ONKEN
INTERCHANGEABLE WOOD WINDOW FIXTURE
YOUNITS
TRADE MARK



Above is the No. 19 set I refer to. You positively cannot Make a Mistake with this Great Set of Interchangeable Wood Window Fixtures. Patented, 1911, in United States and Foreign Countries.

NOW you get everything you see in the above picture, excepting the floor platform. A glance at once shows you that you have everything you need, such as: Shirt Slabs, Merchandise Slabs, Beautiful Tie Displayers, Pedestals, with large oval top boards (movable), Hat and Collar Younits; Tee Stands and Trees, all made interchangeable so you can arrange them to suit your ideas, and above all, your windows.

Special Sets I Make

Set No. 2	203 YOUNITS. For 2 large Windows and inside store use on counters and cases..	**$30.00**
Set No. 19	Large enough for two windows and inside store use. 80 YOUNITS......	**$25.00**
Set No. 2½	100 YOUNITS. For 1 large Window and inside store use on counters.....	**$15.00**
Set No. 19½	Large enough for one window and inside store use. 42 YOUNITS....	**$15.00**

F. O. B. Cincinnati Factory

Finish Made of Select Oak in three stock finishes. Weathered, Golden or Antique Oak, all in a soft mellow waxed finish.

Storage Chest Each set is put up in a hardwood hinged-lid storage chest (oiled finish). A place to keep the unused YOUNITS.

Book of Designs A beautiful book of photographs showing large size trims made with my YOUNITS sent FREE with each set.

Shipments Made at Once. Every Set Guaranteed Absolutely.

THE OSCAR ONKEN CO.

Established 33 Years

No. 661 Fourth Ave.
Cincinnati
Ohio
U. S. A.

Order through your JOBBER or DIRECT.

The Oscar Onken Co., 661 Fourth Ave., Cincinnati, O.
Send me your Window Fixture Booklet.
Firm..
City..
Business..
35

Did you ever notice a diamond stud in a dirty shirt?

The diamond makes the shirt look all the dirtier and the shirt makes the diamond look like glass.

It is the same way with fine merchandise shown in a window decorated with cheap, poorly colored flowers. The cheap decorations cheapen the merchandise, while the delicate colors of the goods make the decorations look all the commoner.

This is just a business argument for business men who possibly have not given the matter serious thought. Is it not poor business policy to use decorations that are unworthy of the merchandise displayed? Is it not short-sighted to cripple the efficiency of the show windows when they are most needed, just to save a few dollars? This saving at best cannot be great, yet the effect on the displays is immense.

What can be more inappropriate than to show handsome imported gowns in a setting of loud, flashily colored flowers—or to show expensive men's wear, or any other good merchandise, before a background of cheap paper flowers?

The occasions when any great amount of decorating is done by the average store are few—three or four times a year. These times are the opening seasons when the merchant is showing his finest merchandise. They are the times when he expects to make his greatest sales, and when he wants his store and his goods to look their best. At these seasons he will sell more in a few days than he will in as many weeks at other seasons and a large part of the sales will be made through the show windows.

The cost of decorating is a very small proportionate part of the store's expenses, that the difference in price between the best and the poorest decorating materials will only amount to a small fraction of one per cent of the general running expense. The difference in the selling power of the two kinds of displays cannot be overestimated.

The difference between poor, common flowers and the fine ones is so little that no merchant who sells good merchandise can afford to make the saving. Even if he sells cheap goods, he can't afford to use cheap decorations for they make the goods look all the cheaper.

The Botanical Decorating Company has always held that good merchandise deserves a good setting, and that cheap merchandise has to have a good setting. This belief is held by the best merchants and decorators all over the world.

But the difference in poor flowers and good ones is not so much a matter of price as of knowing where to buy them. Our beautiful flowers are no higher in price than the ordinary, poorly made goods. When their effectiveness is considered, they are the lowest priced flowers that can be bought.

A small boquet of "Botanical Flowers" will give distinction and tone to any display, whereas the more "cheap" flowers there are used, the worse the window will look. If you have not used "Botanical Flowers," their high quality and low price will surprise you.

Send for our large colored catalogue and special circulars.

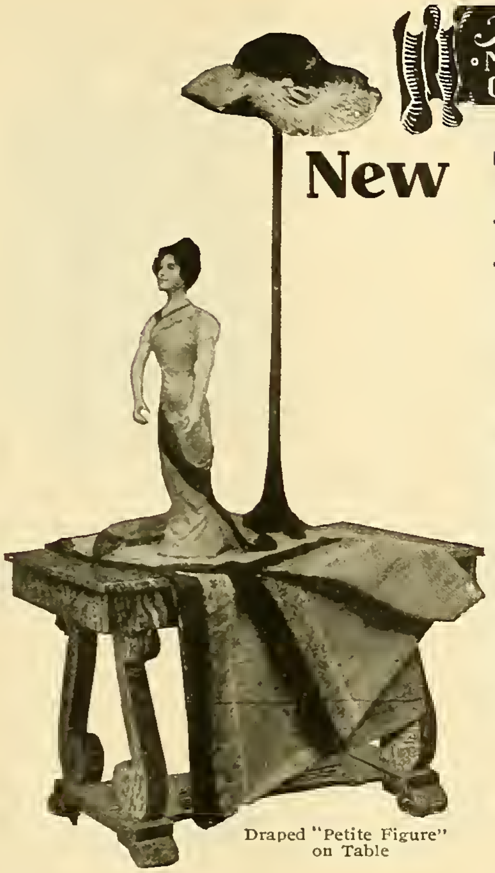
The Botanical Decorating Co.

504 S. Fifth Avenue, Chicago

The Better Way
MAKE OF FIXTURES
GRAND RAPIDS, MICH.

New Trade-Fetching Fashions

For Your Windows



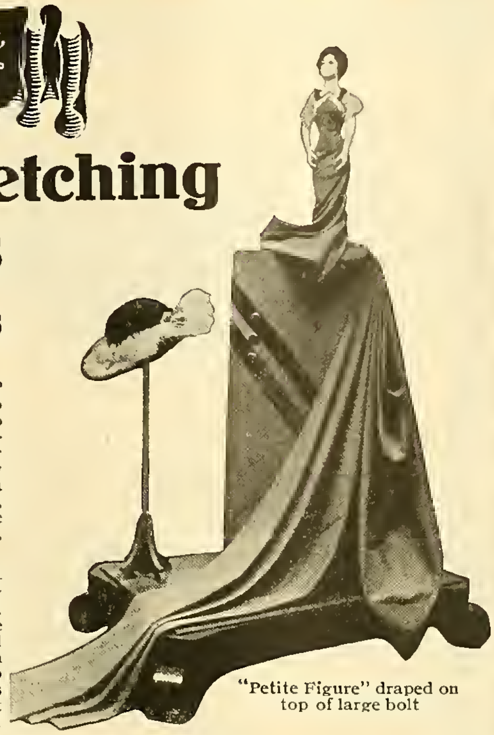
Draped "Petite Figure" on Table

The "Petite Fashion Figure" has made a hit. Its uses are so many and its proportions so "JUST RIGHT" that it has become immediately and immensely popular for showing the new fabrics and patterns. We have a splendid assortment of rights, lefts and straight faces and give you choice of Blondes, Browns, Auburns or Brunettes.

The Bodies are perfectly moulded and are fitted with beautifully shaped removable wax arms. Just like the big suit and costume forms, only exquisitely petite and wondrously attractive. Big enough to drape without cutting up materials. They are 27 inches tall and can be sent Parcel Post or Express. Order several and we will guarantee a fine selection.

Price

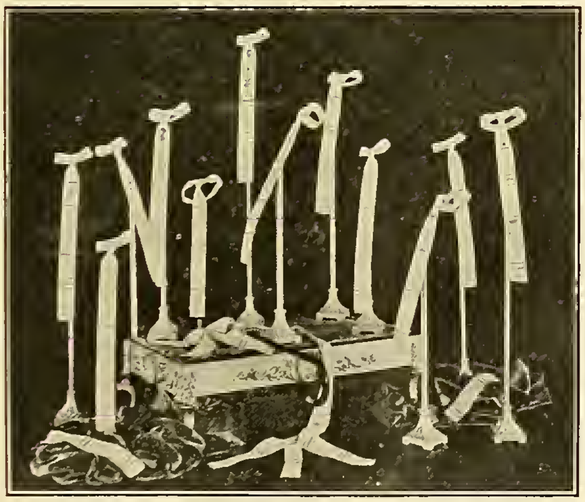
$7.50



"Petite Figure" draped on top of large bolt

The Big "Craftsman" Plateau shown here is our No. C-82. Its uses are so unlimited in creating new displays that it is found in constant demand for unit displays for all departments. Loose top—30x48x9 inches high.

Price - - $10.00



These graceful little Tie Stands solve the problem of effective display of narrow four-in-hands. They will show knitted silks and washable neckwear better than any stand ever made. Entirely of wood and handsomely finished in satin, silver or gold, old ivory or any of the eight standard Grand Rapids finishes. Sets of 12 (2-12" 4-16" 4-20" 2-24".) Price per set, carved bases, **$10.50.** plain **$6.00.**

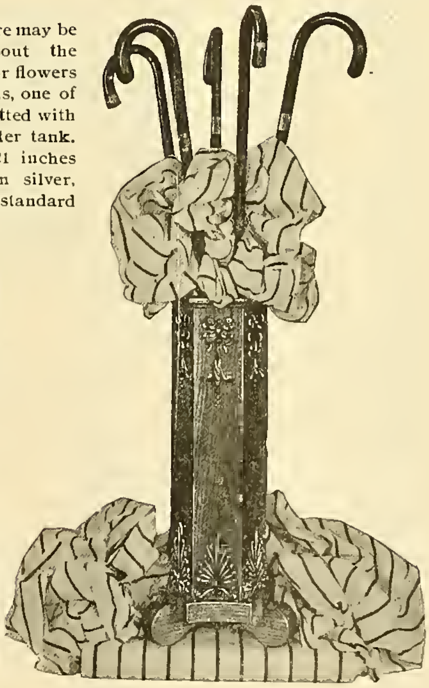
PLATEAU No. C. 85—14x28x9" high. Loose Top, ornamented **$6.00.** Plain **$3.00.**

The 9" Plateau, a "fixture aristocrat" in any finish. Carved **$5.50.** Plain **$3.50.**

The "Vase" shown here may be used continuously about the store; in the window for flowers or for merchandise trims, one of which we show. It is fitted with non-rust, removable water tank. Six inches in diameter, 21 inches high. Old ivory, satin silver, gold or any of the eight standard Grand Rapids finishes.

Price

$6.50



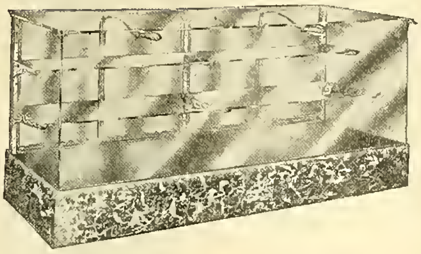
Choice of Eight Grand Rapids Standard Finishes

Natural Oak, Golden Oak, Fumed Oak, Weathered Oak (Mission), Bog (Green) Oak, Silver Filled Mission, Natural Birch, Mahogany.

INTERCHANGEABLE FIXTURES CO.

Exclusive Makers of Display Fixtures and Window Equipment

Grand Rapids, Michigan



The Art of Displaying Merchandise

is becoming more and more complicated. New and effective ways of attention must be developed constantly—in other words, your show cases must be PROGRESSIVE, PRACTICAL, ECONOMICAL and ATTRACTIVE.

"Quincy Special" Cases

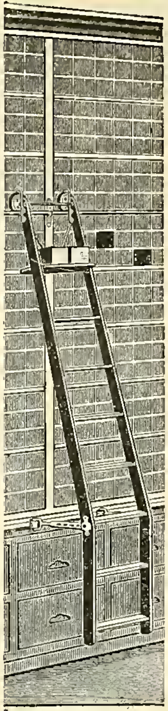
are alert salesmen always on duty. They invite the attention of prospective customers because they are beautifully finished—time does not effect them.

You have many styles to choose from either in wood-frame or all-plate-glass designs. Our fixtures are as good as our show cases.

WRITE FOR ILLUSTRATED CATALOGS

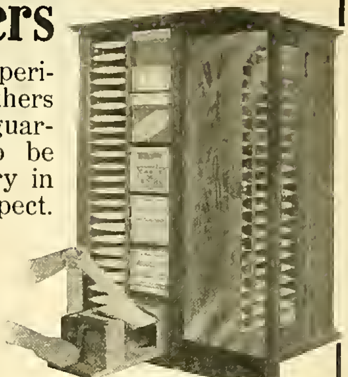
Quincy Show Case Works
QUINCY, ILLINOIS.

CHICAGO, Jackson, Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WITCHITA, KANS., 301 Beacon Building.
PITTSBURG, PA., 917 Liberty St.
JACKSONVILLE, FLA., 20-28 Julia St.



No. 3.

Milbradt Rolling Ladders



are far superior to all others and are guaranteed to be satisfactory in every respect.

Every ladder **made to order** and to fit all kinds of high shelving. Ready to hang on track when you receive them.

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Displays your laces, embroideries and dress trimmings to the best advantage. Keeps them all neat and clean.

WINDING DEVICE FOR LACES

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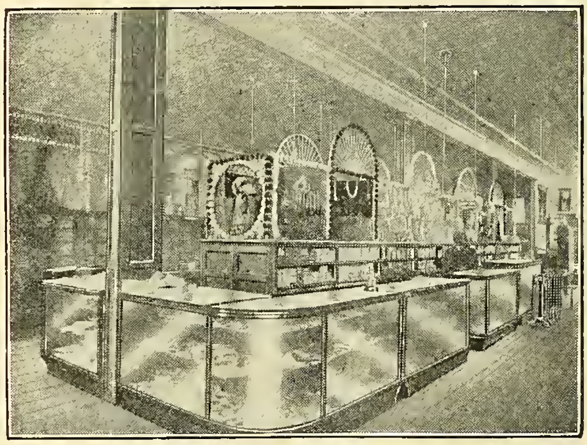

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in all kinds of merchandise are frequently displayed on *our* fixtures and forms, which we produce in all the standard designs for showing most effectively ready-to-wear garments of every description, haberdashery, furnishings, and shoes for men and women, lingerie, etc., etc.

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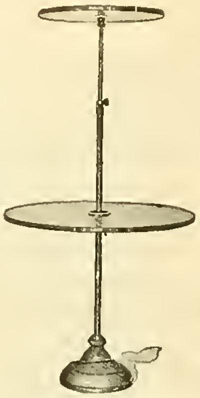

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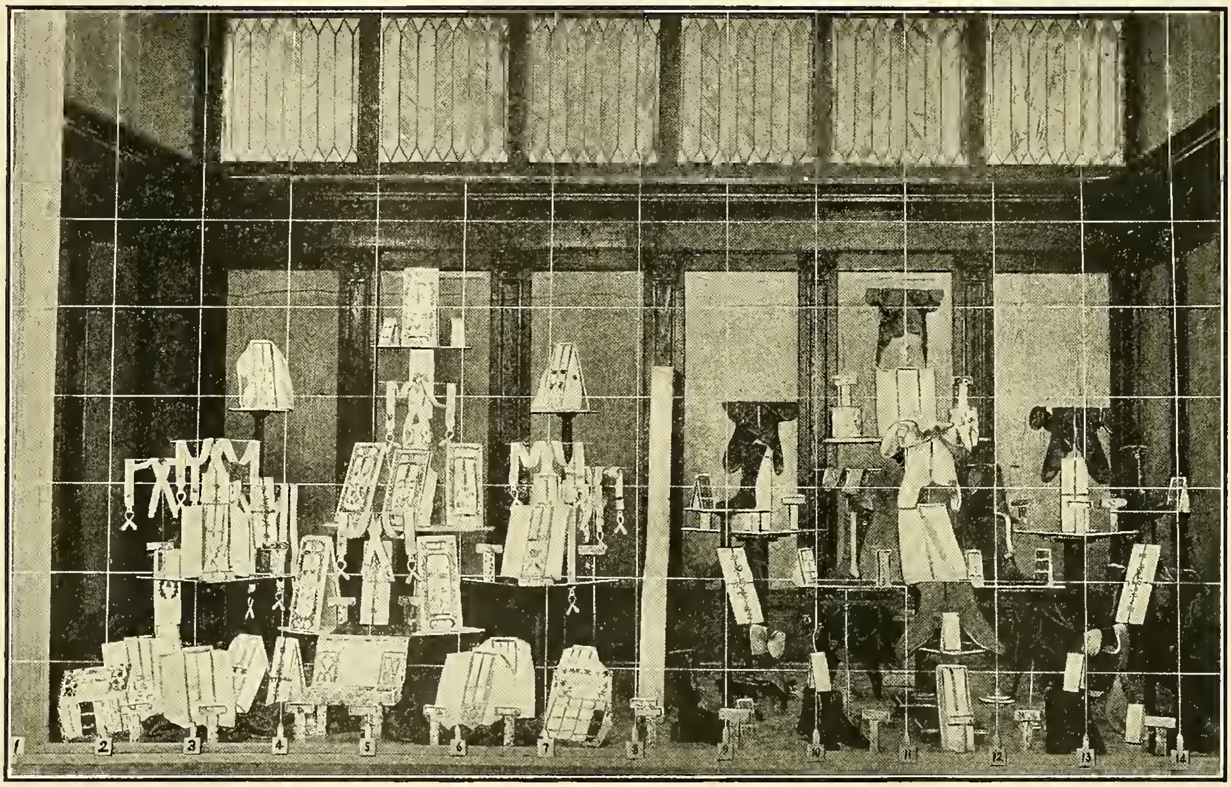

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 4

APRIL, 1913

Single Copies
Twenty-Five Cents

FACTORY FIXTURES

THE PUBLIC IS GROWING CRITICAL AS TO STORE EQUIPMENT—MODERN DEVICES FOR THE DISPLAY OF STOCKS ARE NOW AN ECONOMICAL NECESSITY—ABOUT CLOTHING CABINETS

Eighth Article

GENERALLY speaking, merchants may be divided in a broad way into two classes—leaders and followers. The leaders are the big merchants and the followers are the little ones. The leader is the man who realizes that merchandising methods are advancing and improving every day—he appreciates that customers are more intelligent and more critical—that the general public demands far more than it did a few years ago, and that good service is now as important as good merchandise. On the other hand, the motto of the follower is: "Let well enough alone." He is satisfied to do business in the same way he has always done it.

There can be no such thing as "well enough" in the storekeeping of today. Progress is the watchword, and the merchant who is not continually improving his methods and his equipment for doing business must of necessity stand to one side and let the procession pass him. Merchandise is better today than it ever was before; store buildings are bigger, better lighted, better ventilated and more convenient; the equipment is better; window displays and advertising are better; salesmen are better trained and more efficient; everything connected with the store and the way it is managed is better.

But the greatest improvement lies in what is described by the somewhat general term—"SERVICE." Service is the greatest factor in retail merchandising today—it is the factor that offers the greatest opportunity to the live merchant.

Years ago store service meant to sell a customer a certain article, wrap it up and push it over the counter to her. Service today has an entirely different meaning. With every big, high class store, service means courtesy, convenience, comfort and the greatest possible facilities to the shopper. Practically all stores can offer their customers about the same kinds and qualities of merchandise, and competition keeps prices fairly even, so about the only claim for preference one merchant can make over another is on the score of better service.

MODERN EQUIPMENT ESSENTIAL

This preamble brings us around to store equipment, in which lies the first essential to good service. No store with the ante-dated, cumbersome and inconvenient furniture of a generation ago can give its customers really good service. The old-time wooden counter with its pile of dirt and rubbish beneath has given way to the electric lighted, plate glass show case; the crowded shelving and obscure drawers have been supplanted by sectional compartments with glass fronts, built to fit the particular merchandise that is to be carried in each unit of space; the rows of tables piled high with tiers of wrinkled garments have passed in favor of cabinets with plate glass sides through which can be seen the well-pressed garments, each on a separate hanger. In the old-fashioned store, the customer could only see whatever merchandise the clerk chose to pull out and display—in the modern store the entire stock is exposed to view.

It is true that all good stores are not yet equipped with modern fixtures, but the number is growing daily and it is only a matter of a short time until every representative store will be fitted out with high class, up-to-date fixtures. Even those merchants who, on account of the expense, are averse to making the change will eventually have to install new and im-

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proved equipment to meet competition and to meet the demands of a public that is becoming better informed every day as to what they may reasonably expect from the retailer in the way of service.

Naturally the only reason that any merchant objects to the installing of modern fixtures is on the ground of expense. This cost, however, is more than justified by the added selling efficiency of the improved equipment. The theory of the merchants who conduct our best stores is that as much as possible of the stock should be open to the view of the customer. Instead of piling coats up on tables and pulling them out one by one to show to the customer, they should be hung on separate hangers in cabinets that are dust proof, but which give the customer a sufficiently clear view to enable him to pick out a pattern or style that he may fancy. This makes selection easy for the customer and it saves a great deal of the salesman's time, thus cutting down the selling expense.

MERCHANDISE LOOKS BETTER

The modern method of carrying stock also materially enhances the appearance of the merchandise. For example—most lines of clothing are now widely advertised to the public. All of the big makers of men's suits, for instance, advertise in the national publications and by means of booklets, etc. These advertisements all are illustrated with pictures of the various suits shown with all the skill that high priced artists can bring to bear. They fit perfectly without a wrinkle—and that is the mental picture the possible customer takes with him into the store to buy one of the suits. He approaches a salesman who asks him what he wants as to pattern, style, etc. These are things that the possible customer himself seldom knows. He wants to look over some suits and pick out whatever he likes best. So the salesman goes to a pile and pulls a coat out of the middle. He turns it right side out and displays for the approval of the would-be customer a wrinkled and distorted garment that probably has been lying in that pile for months. If the pattern suits, the customer may try on the coat. The collar does not set and the shoulders and front are winkled and pinched out af shape. These faults, says the salesman, can easily be remedied by a little pressing. Then the customer tries to imagine how the coat would look if it were pressed, but he can't help noting the difference between the rumpled garment he sees in the glass and the trim, smooth fitting coat he saw in the advertisement. He may buy the suit, but he will have to take it on faith if he does. How much better impression of the clothes he would get if each coat were carefully pressed and hung on an individual hanger in such a manner that every pattern could be seen.

"But," says the conservative merchant, "clothing has always been sold in the old-fashioned way. It has been piled on tables from the time they first started to make ready-to-wear suits. Customers never used to kick about the way we carried our stock; why should they begin now?"

That's just it. They never used to kick because they didn't know any better. They thought that the only way to carry clothing was to pile it on tables—if they gave the matter any thought at all. That is largely the reason why a large per cent of those who could afford it went to the tailor for their clothes—that is the principal reason why the "hand me down," as it was then called, was sniffed at by many who now wear nothing but ready made clothes.

PUBLIC DEMANDS MODERN METHODS

Times have changed and methods have changed. More and more ready-to-wear clothing is being sold every day, and not alone because it is better made and better advertised, but because it is handled in a better way by the retailer. Instead of showing the customer a suit at its worst, it is shown at its best. The customer is not called upon to take the word of a salesman, whom he may not know, for how his purchase will eventually appear after it has been through the hands of the presser—he can see in the glass how the collar sets for it has already been pressed.

There are possibly some who will consider these statements as too strong. And so they may be, in the case of the easy going customer who takes what he gets and is satisfied. But the easy going customer is in the minority. Most people are inclined to be rather critical when it comes to spending money. If there is any merchant who really doubts the difference between the new and the old method of carrying clothing, he can easily set his mind at rest upon this matter—providing he is fair. The next time he is in Chicago or New York, or any other city where he may do his buying, just let him step into a store where the clothing is carried in the old-fashioned way, and ask to be shown a suit. Let him go through the whole performance of trying the suit on and looking at himself in the glass. Then let him go into a store where the stock is carried in high class cabinets and notice the difference.

GOOD FIXTURES PAY FOR THEMSELVES

However, good clothing cabinets are not at all costly when everything is considered. Standard designs are turned out by regular fixture manufacturers in such large quantities that the cost is reduced far below what a local maker would have to charge providing he could do the work. Considering the added attractiveness of these fixtures, their greater selling efficiency and the time they save the salesman, they are extremely reasonable. The question for the merchant to consider is not—can I afford them, but—can I afford to be without them?

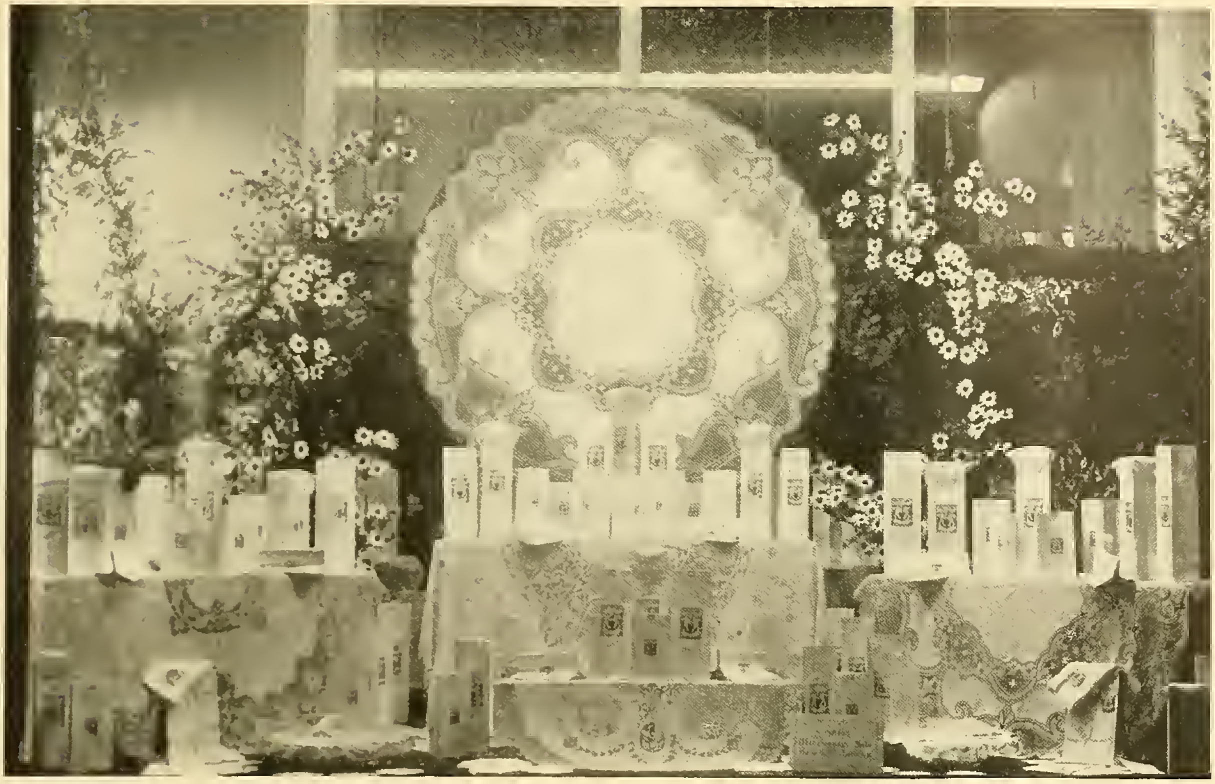


Plate No. 7177. White Sale Display by Marshall Field & Co., Chicago.

Here is a good suggestion for the May or June sale of white goods. There are many merchants who, with an eye to economy, consider that flowers or other decorations are not necessary in the white sale windows. This window is the strongest possible argument to the contrary. The daisies and profuse foliage furnish just the setting that is needed for this class of goods. There are many other flowers that would serve the purpose just as well

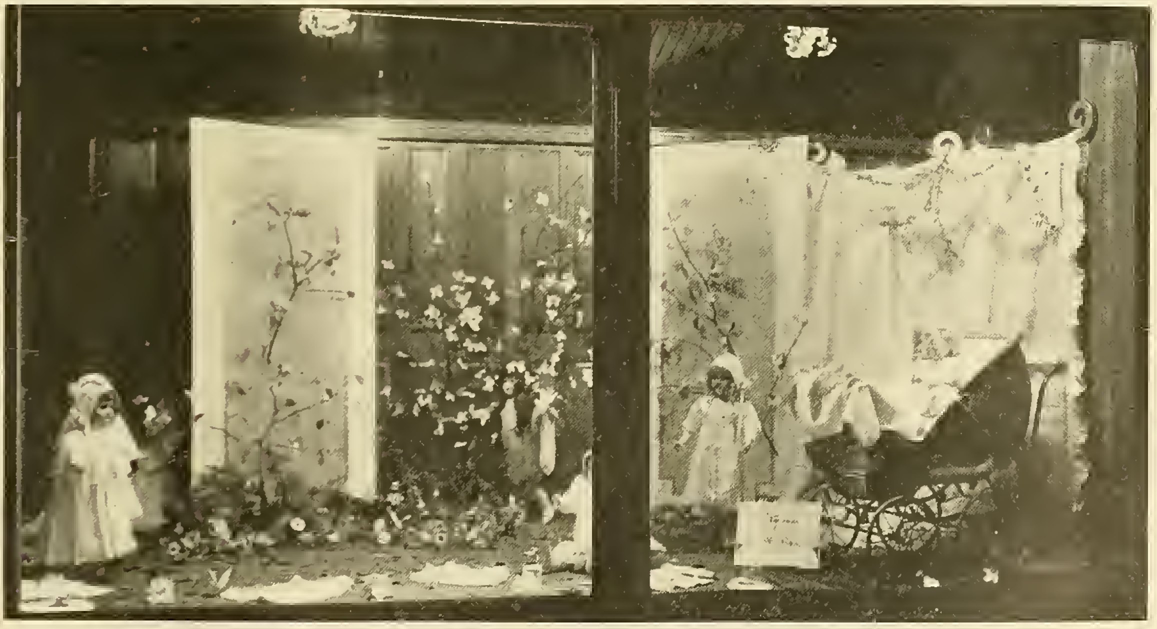


Plate No. 7178. Display of Infants' Wear by M. T. Wright for Woodhull & Martin, Plainfield, N. J.

The two large panels at the back of this display were pink and ivory. The floor was covered with a solid green crex rug, over which leaves were strewn. Two miniature ponds were laid out on the floor by means of mirrors and proper surroundings of moss, etc. In these ponds little ducks and geese were swimming. Dogwood branches with blossoms and foliage were arranged at the back, and in the middle was a child's figure draped in tan and brown chiffon, barefooted and holding a large butterfly in one hand. At the right window, draped over high stands, were white embroideries suitable for children's dresses. Various pieces of infants' wear and accessories were shown on the floor.

CHINA AND HOUSEFURNISHINGS

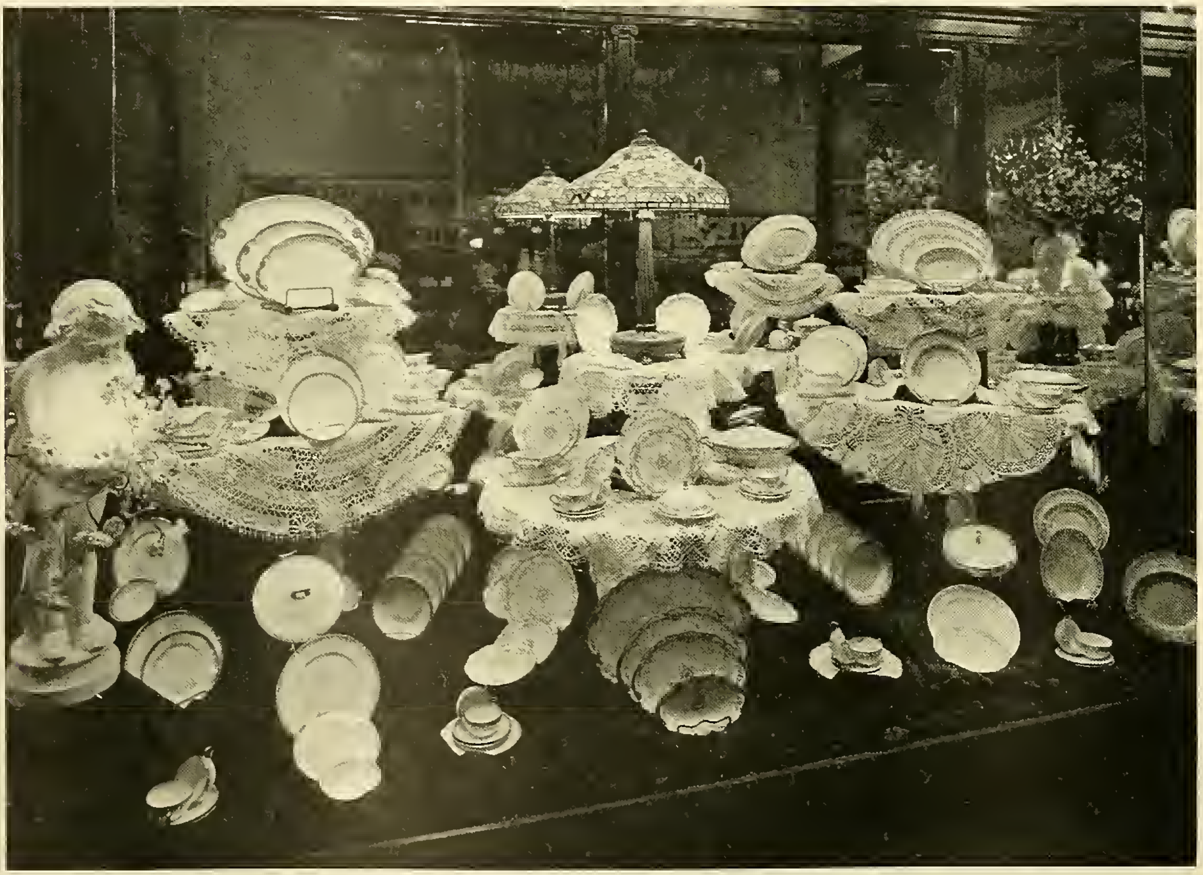
SUGGESTIONS AS TO SOME OF THE REGULAR DEPARTMENT STORE LINES THAT REQUIRE SPECIAL HANDLING—LACK OF REGULAR DISPLAY SPACE MAKE THESE LINES DIFFICULT TO HANDLE

Jerome A. Koerber
With Strawbridge & Clothier, Philadelphia

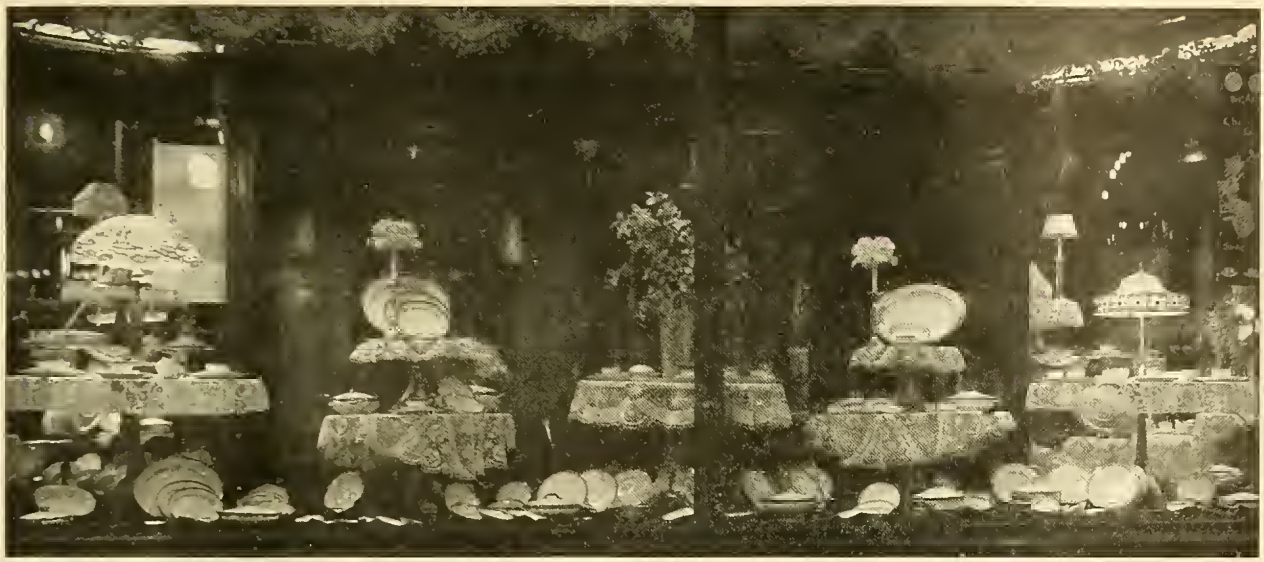
FREQUENTLY a young window dresser from a country store manages, through influence or otherwise, to get a position on the decorating staff of a big city department store and finds that the work is far more difficult and complicated than he thought it would be. This is notably true of the young fellow who has received his training in a dry goods, women's wear, clothing, or any other store that specializes on one or two lines. Such stores as a rule have a limited number of windows which have to be used to show those lines that pay the largest profits and the practice the decorator gets is therefore limited. He may learn to be a first-class draper or may master the handling of men's wear or furnishings, as these branches are not difficult. Possibly he may become a good designer of backgrounds and may understand the handling of colors, but when he starts to work in the big city store he will usually discover that his window education is by no means complete when judged by the metropolitan department store's standard. He is reasonably sure to find that the city department store features with more or less regularity many lines of merchandise that never appear in the windows of country stores except those that are devoted to these lines exclusively.

The big department stores of the great cities carry a wonderful variety of stocks and nearly all of these stocks are given window space at seasonable times throughout the year. This means that the decorator must be familiar with the handling of many different lines of merchandise. He must be ready at a moment's notice to install a presentable display of furniture, housefurnishings, china, sporting goods, wall paper, books, jewelry, or any other of dozens of lines carried by the big store. In other words, he must be an all round workman who can handle in a creditable manner any kind of decorating or display that may be required by any of the departments.

Of all the lines in the average department store that the window dresser is called upon to display, there are few that require more care than china and housefurnishings. This is especially true if it is wished to make these displays in any way pretentious. There are very few decorators fortunate enough to have so many windows that one or two can be set apart, fitted up and used regularly for these lines. Ordinarily they are vagrant lines, shifting about the windows as chance directs, with no set place to show them. Under these circumstances the decorator should have at his



A TYPICAL DISPLAY OF DINNER SETS BY JEROME A. KOERBER.



A FEW PIECES SHOWN ON TABLES, THE REMAINDER ON THE FLOOR—BY JEROME A. KOERBER.

command some temporary background and flooring of an appropriate character to give these lines a proper setting, no matter in what window they may be shown.

In the following article we shall simply treat in a general way upon the handling of china, housefurnishings and perhaps one or two other kindred lines, and with this outline will be coupled suggestions of various kinds. While space will not permit going into minute detail, the accompanying pictures will serve to carry the thought. For convenience we shall speak of the several lines under the following headings:

First—The China Section.
Second—The China Window.
Third—Cut Glass and Bric-a-Brac.
Fourth—Lamps.
Fifth—The Nickel and Brass Lines.
Sixth—General Utilities and Housefurnishings.

THE CHINA SECTION

We begin with the China Section, meaning that part of the store where china is sold. Here the decorator is often called into council with the head of the department or some one else in charge as to the best way to lay out the section and arrange the goods. We have been through this and it is by no means a small task for frequently the China Department has anything but helpful physical surroundings. So under this heading we will mention first the Dinnerware Section.

We have seen tables arranged as fixtures for the display of china, with some elevation to accommodate a lamp and possibly some of the larger plaques of a set where a skeleton set is shown. This arrangement permits the display of all the hollow or "one-piece" parts and samples of the dozen parts, such as plates, cups, saucers, etc.

It is not a bad idea, if space will permit, to show some sets as they would appear on the table, but where the range of patterns and prices is so extensive, it is necessary to economize space as much as possible and the easel scheme is the best. In using easels on a table to display china much care is required to avoid breakage which may mean a considerable loss especially in the finer lines of china. With some care, however, the easels may be placed so they will not be brushed off by passing crowds. There are many schemes that may be used to lay out such a section but any plan is necessarily dependent upon the amount of space and the size and kind of stock carried. Before attempting to make a plan of this sort, the decorator would have to know all the details of environment, light sources, etc.

An excellent idea for the china section is to lay this department out in such a way that it may be changed daily by the introduction of one or more regular round dining tables covered with a hem-

A CORNER OF A DISPLAY BY MR. KOERBER.

stitched lunch cloth—or something finer if you choose. These tables standing through the main aisle present an opportunity to show a complete dinner set, and can be finished with a vase holding flowers or a lighted lamp. It is an arrangement that makes a very pleasing effect at the entrance to the department. If wall space forms part of the dinner ware section, an attractive cabinet or a series of shelves can be built to accommodate a line of dinner sets.

THE WINDOW DISPLAY

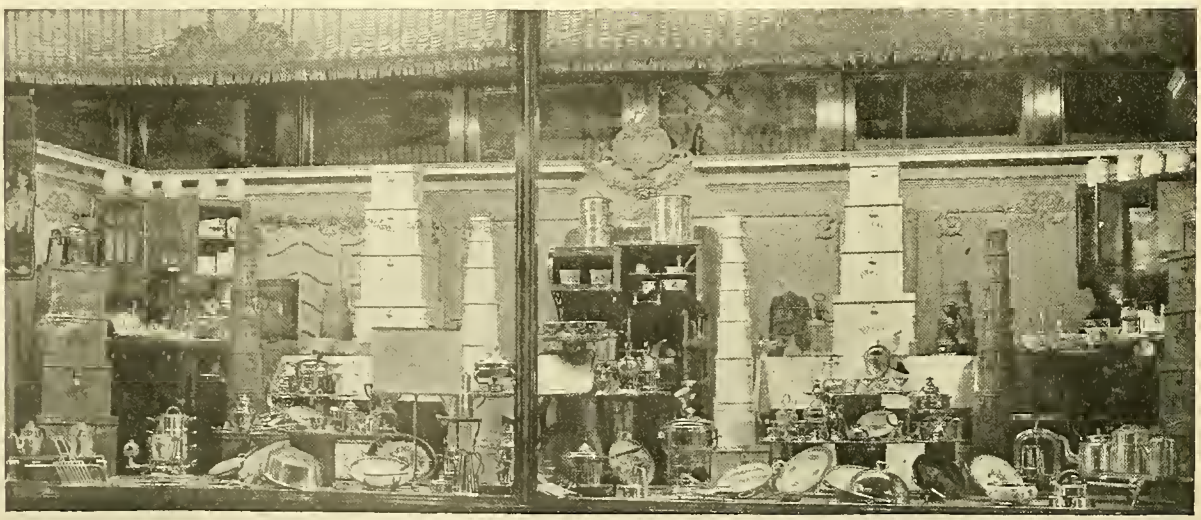
Now let us take the same line and turn to window display. The accompanying pictures suggest some of the many ways in which a window may be laid out without congestion or crowding, even for a sale window. We have never been able to appreciate the advantage of taking fine merchandise, no matter what kind it may be, and crowd it into the window as though one were going to receive a reward for getting in the greatest possible number of pieces. This applies with particular force to the display of fine dinner china. It is much better to show a few sets well than many sets indifferently or poorly. The possible customer outside the window must be able to see each pattern distinctly so that a comparison and selection can be made easily.

Here are a few friendly hints: Decorators, even though careful in most things, sometimes underestimate the need of building up the special fixtures for china windows with sufficient strength to withstand any unusual and unexpected strain to which it may be subjected. In some cases the decorator will build a stand that is of sufficient strength to support the weight that is placed upon it, but it may be just a bit too frail to withstand a slight bump from the decorator or a careless assistant. Another thing to consider in this connection is that in most windows facing on streets where there is heavy traffic, there is some vibration and that may in time weaken a stand until it topples over. Always make the foundation of the stand strong enough to prevent any possible accident that may result in broken pieces which entail expense, delay and annoyance. This may seem superfluous advice, yet we have seen costly accidents in widows that easily might have been prevented by a little more care in the construction of the fixture.

After the fixtures have been placed, the decorator has the linen stock from which to select a few pieces which will show off themselves as well as help the china. We have put in some very good business bringing windows of dinnerware by showing from five to seven skeleton sets. Tables were made of round boards placed on pedestals and covered with linens. On slightly higher elevations or plateaus were placed lamps, vases of flowers or silver or crystal candle sticks. A portion of a set was shown on each table and the remainder was attractively arranged on the floor. The trimmer is not likely to go far wrong if he bears in mind that all merchandise should be shown plainly or in a manner suggesting the way in which it is to be used. Sensationalism and freakishness sometimes appeal to the beginner and express themselves through the use of all sorts of bizarre makeshifts for fixtures. This sort of window dressing is quickly discouraged by he who has high class goods to sell.

DISPLAYING BRIC-A-BRAC

Under the heading of Bric-a-Brac we have but a few words to say. Invariably see that the surroundings are suitable and in harmony, whether it be a mixed window or a distinct Dresden, Royal Vienna, French Enamel, Irish Belik or any other lines that may be carried in the large store, as the case may be. If one window is to be used to show several lines, they should be grouped and each class should have a small card with the name and possibly a few words as to the character of the ware. For fancy wares the covering of the floor and fixtures should be plain—a rich, heavy



A GOOD DISPLAY OF HOUSEHOLD WARES BY JEROME A KOERBER.

silk or velour will answer this purpose admirably. For fine wares of the varieties mentioned a good setting can be made by using fine furniture, parlor cabinets, pedestals, etc. In case furniture is used it is appropriate to cover the floor with a fine rug. Some of our illustrations carry out the ideas suggested. But, above all—with fine goods—there should never be any suggestion of crowding.

CUT GLASS

As to cut glass, there was a time when it was believed that the only proper foundation was black velvet or similar material. This time has passed. We now prefer other colors and materials that give life and variety to the display. Pure white silk or rich dark green velour will bring out the brilliancy of the glass and give a welcome relief from the much overworked black. White pedestals with glass shelves or white marble pedestals and a few pieces of statuary make a rich and handsome display. A few flowers in rich colorings may be added with propriety or candelabra or single candle sticks with dainty shades. A garland of green asparagus ferns suspended in front of the mirror back ground will add to the effect. Smilax is also appropriate for this purpose.

HOUSEHOLD GOODS

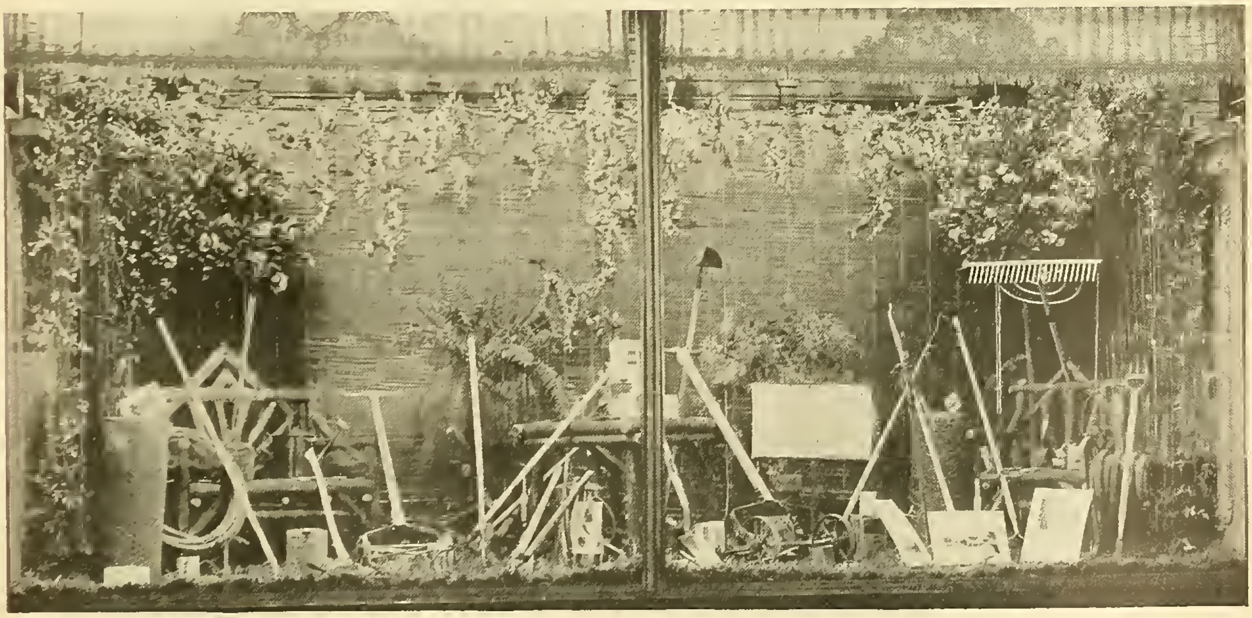
Many a trimmer is perfectly at home with draperies of fine fabrics and the displaying of exclusive merchandise, but finds himself at a loss when it comes to putting in a window of common housefurnishing goods. They can see no possibilities in a display of kitchen utensils. Yet even pots and pans can be shown attractively and this is one of the duties of the decorator in the city department store. Some stores have enough windows to devote one permanently, or at least for a considerable part of the time, to housefurnishings. When that is the case, the window is usually fitted out to represent a kitchen and the details of the culinary department of the home are carried out with more or less faithfulness. This always makes a good setting if the walls and floor are covered in the proper way and other details are looked after carefully.

With the walls covered with waterproof kitchen paper, the floor with linoleum; the range at one side and the kitchen cabinet at the other and everything else in place, this makes a picture that appeals to every housewife. It is the completeness of a display of this sort that appeals to the average woman who knows a well appointed kitchen when she sees it. Her critical eye after a close review can find not a desired utensil missing, and a natural wish arises in her bosom to possess such a complete outfit. In such a setting, if the decorator will display well toward the front some of the new things not found in the average kitchen, it will awaken certain interest in every housekeeper.

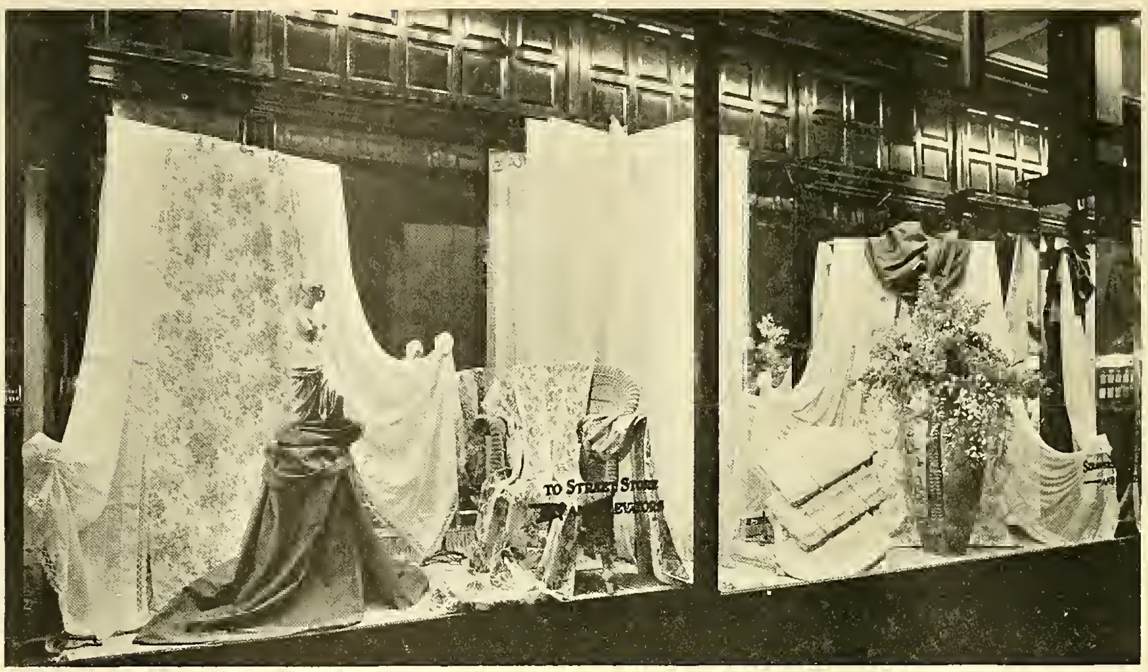
AVOID THE SENSATIONAL

We have sometimes seen these model kitchens in operation with kettles boiling; fire burning and other realistic features. Such elaborate realism may possibly appeal to children or to the idly curious but we would not recommend them for first or even second-class stores. In this connection I want to urge as forcibly as possible that the window dresser is a salesman—not a dramatist. A well appointed, well arranged window, showing the merchandise attractively will serve its purpose far more surely than the domestic dramas and tableaux we often seen in show windows.

Now a few words as to the pictures in connection with this article. In these the everyday backgrounds and other environments of the window have not been disturbed. In the housefurnishings display, a good pattern of linoleum was used to cover the floor; then



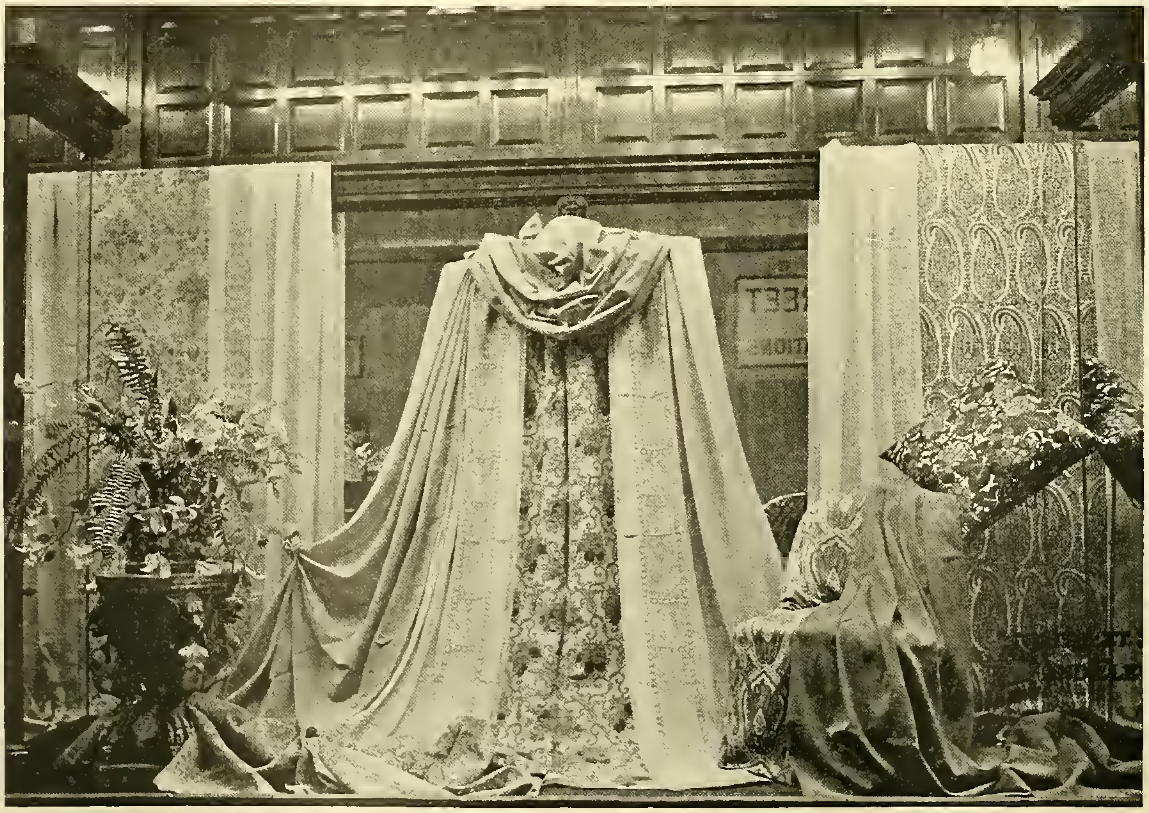
SPRING DISPLAY OF GARDEN TOOLS BY JEROME A. KOERBER.



DISPLAY OF CURTAINS AND DRAPERIES BY JEROME A. KOERBER.

the goods were arranged as shown. There is nothing spectacular or fancy about these displays. They are simple and straightforward presentations of merchandise made with the view of showing to its best advantage each separate article and at the same time making a pleasing general effect. The pictures are so small that it is impossible to make out all of the details but the general scheme of arrangements will be understood.

THE merchants of Beardstown, Ill. united recently in arranging for a big public auction. Thousands of notices were sent out through the surrounding country stating that anyone who wished to list anything whatsoever for sale, had the privilege of doing so without cost. The result was the listing of a great deal of household goods, livestock, etc., which found ready purchasers. The sale attracted many out of town people to Beardstown.



A GOOD DISPLAY OF DRAPERIES AND CURTAINS BY JEROME A. KOERBER.

CRETONNE DISPLAYS

A LINE THAT OFFERS GREAT OPPORTUNITIES TO THE WINDOW DRESSER—DISPLAYS SHOULD SUGGEST THE MANY VARIED USES OF THE POPULAR MATERIAL—INTERIOR DISPLAYS

Arthur W. Lindblom

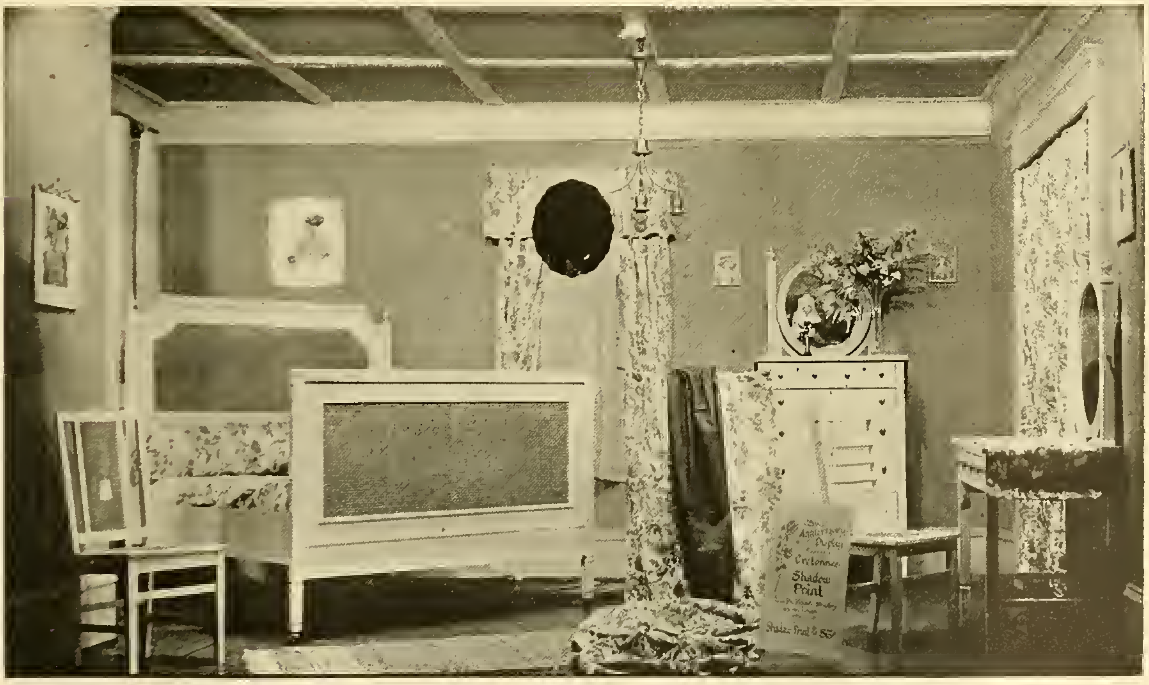
With New England Furniture & Carpet Co., Minneapolis

Editor's Note:—Arthur W. Lindblom, the writer of this article, is one of the best known window dressers in America. The establishment with which he is connected is the greatest of its kind in the Northwest, the amount of business done comparing favorably with that of the greatest stores in this line in any city. Mr. Lindblom has charge of one-eighth of a mile of show windows and these windows have been a great factor in the tremendous business done by the store. As a window dresser he has always worked along original lines rather than to follow the ideas of others, and in this he has been remarkably successful. His displays invariably have a "punch." They are always a rare combination of artistic handling and forceful salesmanship. They please the eye, create interest and sell the goods. But Mr. Lindblom is not only a clever window dresser; he has the position of General Store Superintendent, and in that capacity has much to do with the planning and carrying out of special sales of all kinds. He has succeeded in securing a close co-operation between the window display, advertising and selling ends that is becoming more and more manifest in the rapidly increasing sales of the New England Furniture & Carpet Co. What Mr. Lindblom has to say on the subject of Cretonne Displays is so practical and sensible that every window dresser will find in it much food for thought.

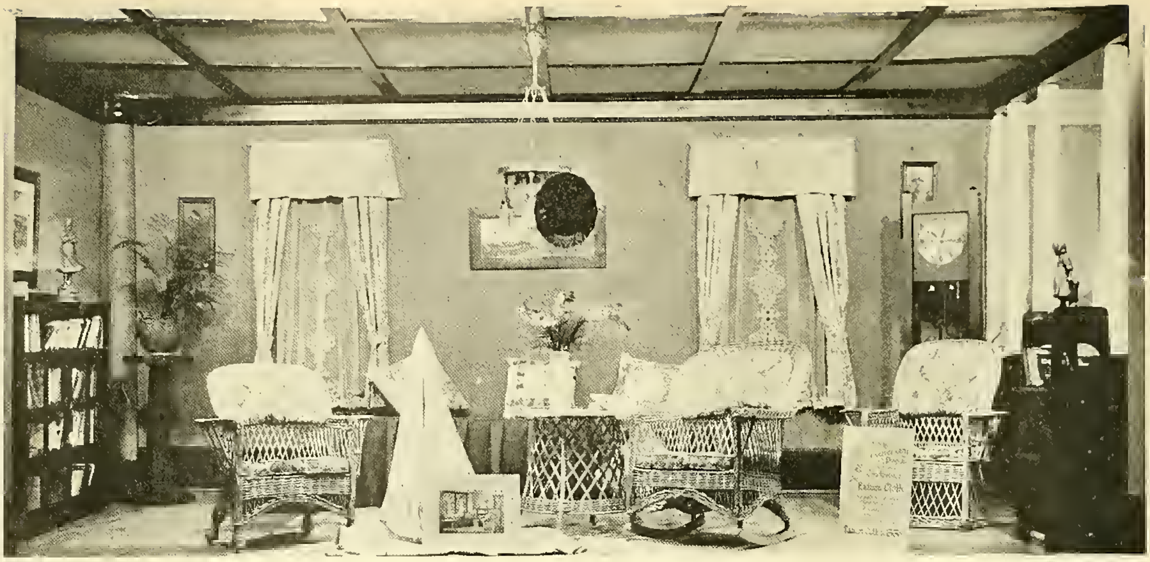
NEARLY every big store that carries a large and varied stock has some one line that may be termed a favorite. With some stores it is dress goods; with others, silks, and so on, but whatever the favored line may be, the window dresser will naturally be expected to give it special attention in his displays. In the New England Furniture and Carpet Co. store all of the many lines are pushed so hard that none may justly be classed as a "favorite," still, inasmuch as this establishment is the greatest distributor of cretonnes in the Northwest, it is only natural that this line should receive its full share of attention in the show windows. Every spring this store has an event that they designate as "Cretonne Week," and special care is given to the window and interior displays at that time.

"Cretonne Week" is handled in a broad gauge way. It aims at something bigger than a transient boom of sales in the cretonne department. The purpose is to a great extent educational, with the purpose of informing the general public in the many uses to which cretonne may be put in making the home attractive and comfortable. With this end in view the window and interior displays are handled somewhat differently from the usual sale display. In planning our displays the object aimed at is future business rather than immediate sales. In other words, we prefer to educate a large number of new users to the possibilities of cretonne rather than to centralize our efforts on selling to the lesser number who may already use this material. This policy of education, of course, brings in satisfactory immediate returns, but the later sales are far greater. Instead of cutting prices and booming sales for a few days a healthy impetus that lasts is given to the department. For a store carrying only a small line of cretonnes this policy would not be advisable, but for the store that has made a reputation for this department, it will pay to look to the future rather than to the immediate present.

There are few lines that offer greater opportunities for pleasing display than do cretonnes. The colors and designs are artistic and the material can be handled in so many ways and in such a great number of combinations that the decorator is limited only by his ingenuity and the space and goods at his disposal. The writer knows of no line of goods that can be



A CRETONNE WINDOW ARRANGED AS A BEDROOM BY ARTHUR W. LINDBLOM.

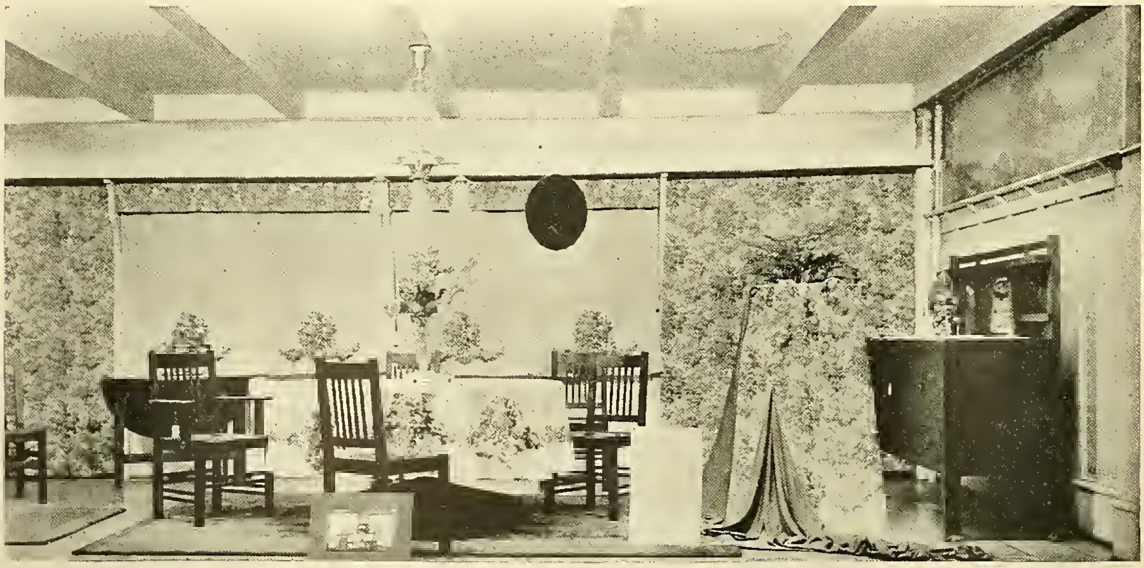


ANOTHER ROOM BY ARTHUR W. LINDBLOM—NOTE HOW NATURALLY IT IS ARRANGED.

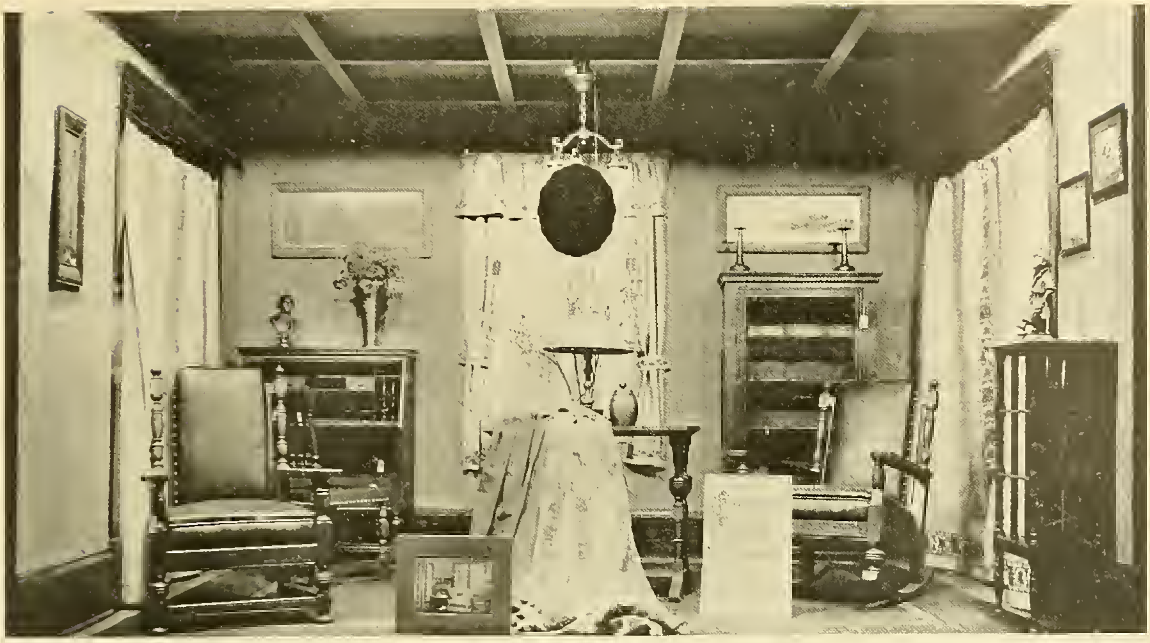
sold by suggestion so easily as cretonnes. This is especially true in the spring when every housewife is thinking about brightening up her home for the summer.

With many stores the manner of showing cretonnes is to simply drape the goods in curtain effects over fixtures of different heights, possibly showing some partially opened bolts in the foreground. Displays of this kind can only yield indifferent results, for the reason that they contain practically no force of suggestion. Suggestion should be the first essential of every display of cretonnes. The possible customer must be shown how the goods can be used in her home. If cretonne were used only for curtains it woud be all right to show this material only in drapes, but curtains are only one of the almost endless uses to which this fabric may be put. It may be worked up into table covers, chair covers, bed spreads, screens, pillows, box and basket covers, darning bags and many, many other useful and ornamental things for the home. And these manifold uses must be brought out by the window dresser in his displays. One cannot wait for the woman to figure out some way to use the goods; she must be shown, not one way, but many ways.

Cretonne is in itself so decorative, the brightly colored designs are so attractive and it is such a wearable, practical material at a reasonable price, that it only remains to show it in the right way and it will sell itself. It is therefore a great mistake not to give it the sort of display it requires and which it so well deserves. Naturally, the decorator can not well be expected to make up all of the pieces showing the uses of the goods, but these can be made in the upholstery department or elsewhere under his supervision as to patterns, etc. There need be no hesitancy about cutting goods for this purpose, for the articles can afterwards be sold at a profit. It is a good plan to make up a window devoted to the greatest possible



A DINING ROOM BY MR. LINDBLOM—JUST THE RIGHT AMOUNT OF FURNITURE IS USED.



HERE IS ANOTHER WELL HANDLED CRETONNE ROOM BY MR. LINDBLOM.

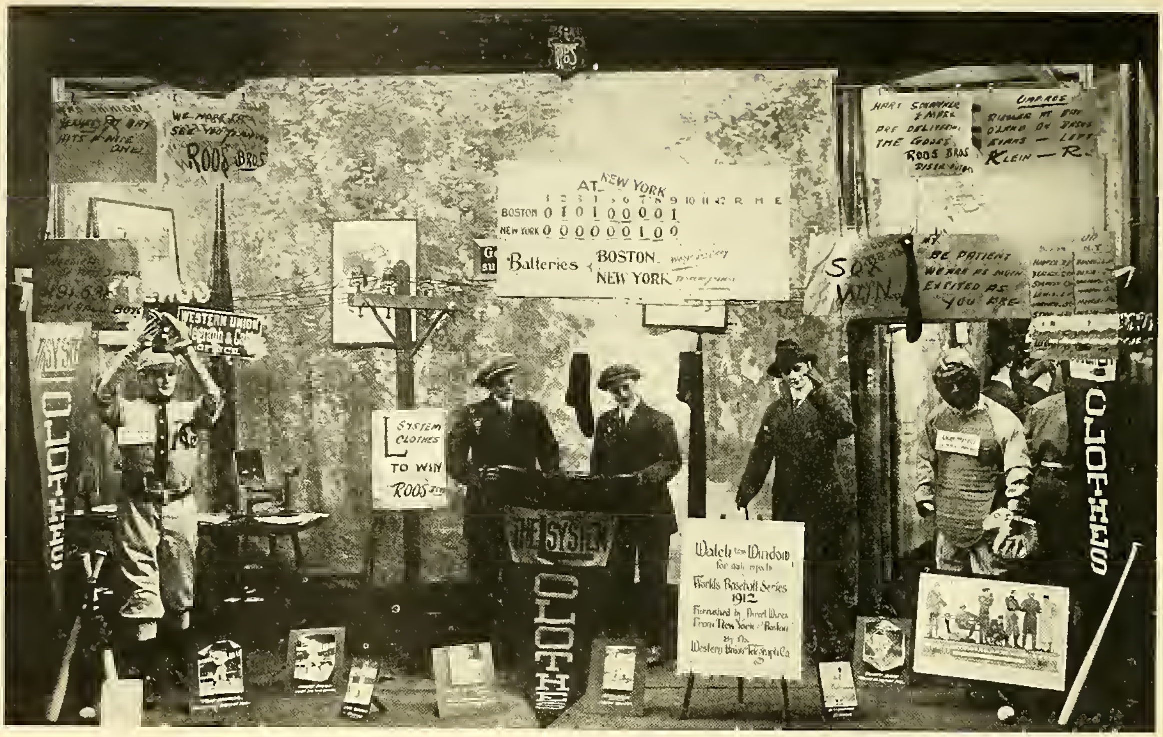
variety of smaller articles finished with different patterns of the goods, providing there is a window to spare for this purpose.

For a store that has plenty of windows, the most satisfactory way to show cretonnes is in a series of room effects, representing all of the different rooms in which the goods may be used with good taste. In doing this, it is advisable to use only one pattern to each room. If the windows are large, and there are few of them, they may be divided. Carry out the entire treatment of each room in a harmonious and consistent manner. Probably you carry wall paper to match the cretonne. If that is the case, the background and ends of the window may be covered with the paper, building in dummy windows and doors judiciously—these will serve for draping curtains and portieres. Then furnish the room with such pieces of furniture as would naturally be used, trimming them with cretonne. If there is no wall paper available in your cretonne patterns, use a plain paper of a color to harmonize with the pattern you intend to use. Then using the design of your cretonne as a guide, cut stencils and apply to the plain paper as a border. The principal charm of a cretonne decorated room lies in the repetition, with possible variations as to size, of the same pattern. This feature must be brought out in the window.

Possibly these suggestions will be better understood if I refer to the pictures that accompany this article. These show four of a series of cretonne windows decorated in a general way along the lines suggested. Each window represented a room. Bed rooms, dining room, library, etc., were represented with appropriate furniture and setting for each. In every instance a pattern was selected on account of the possibility it offered of supplementary decoration. For example, a pink rose design was selected because it was possible to find wall paper to correspond and pink artificial roses were placed in a vase on the table. The show card also had a big pink rose painted on it. In fact, pink roses were blossoming all over the room. The same principle was applied in each of the other windows. In every window was shown a somewhat unconventional drape made with the same pattern used in the trimming. A lengthy description of these displays is unnecessary as the details are sufficiently clear to make them out in the pictures.

The Cretonne Department cannot be handled in the same way as the windows, for the reason that there are so many patterns to show that some treatment must be used that will harmonize with all of them. To accomplish this it is only necessary to select some flower or flowers that have the same general color values as the goods. On one occasion we supplemented the floral decorations in the cretonne section by introducing stuffed peacocks and about fifty live canaries in cages.

"Cretonne Week" is generously advertised, and in the newspapers designs in cretonne patterns are used to form decorative headings. To all of the large mailing list samples of cretonnes are sent and special invitations are issued. The results have justified these methods for the New England Furniture and Carpet Co. and the same ideas would work out equally well in any other store that has a big Cretonne Department. While the sale of this fabric is large, it is nothing to what it might be made by good window display, clever advertising and energetic pushing. It has all the essentials of a good seller, being highly attractive, useful and inexpensive. It appeals to everyone and almost everyone can afford to use it, as it is washable and will last practically forever.

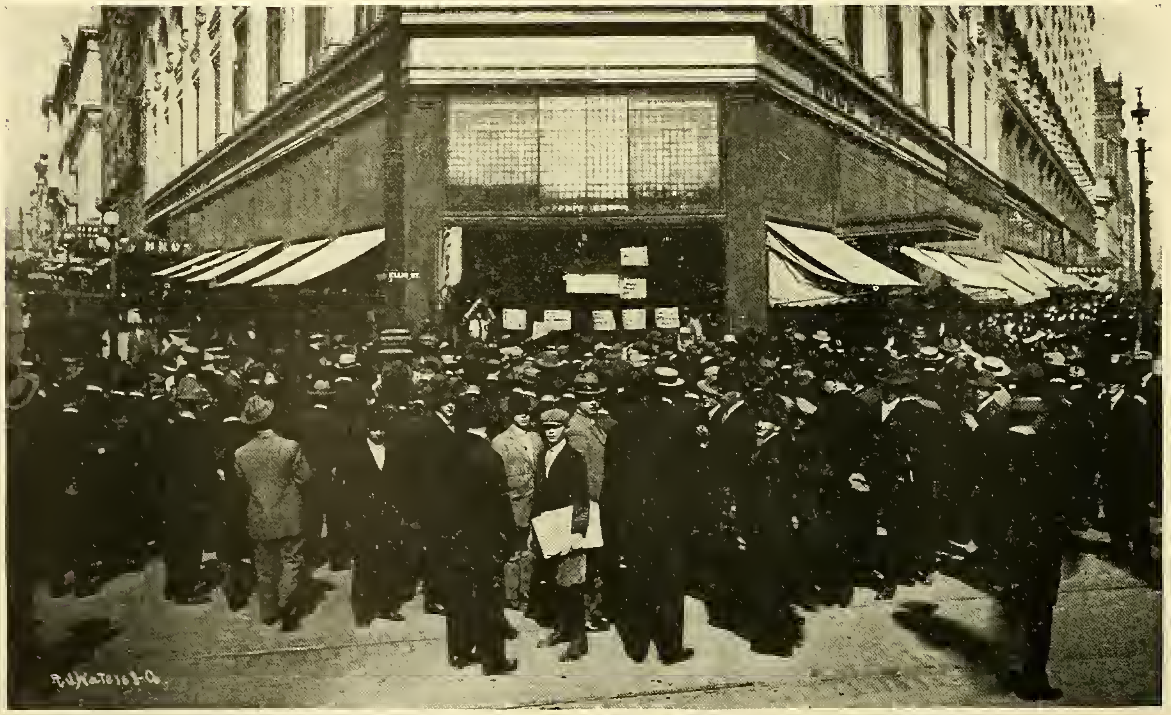

ROOS BROS
AT NEW YORK
BOSTON
NEW YORK
Batteries
WESTERN UNION
SYSTEM CLOTHES TO WIN ROOS
THE SYSTEM CLOTHES
SOX WIN
BE PATIENT WE ARE AS MUCH EXCITED AS YOU ARE
Watch the Window
Worlds Baseball Series 1912
CLOTHES

BASE BALL WINDOW DESIGNED BY ALBERT WOLLENBERG FOR ROOS BROS., SAN FRANCISCO.

A Baseball Window

WITHIN a few weeks the baseball fever will begin to manifest itself, and it will progress as the season advances. Almost every normal man is interested in the National game and it is possible for the merchant to turn this interest to good account. How closely the public follows the sport is indicated in the picture of the crowd that is reproduced here. This excited bunch of fans are rooting for a game that is being played several thousand miles away. The crowd was in San Francisco while the game was being played in New York.

Albert Wollenberg who has charge of the show windows of Roos Bros. in San Francisco put in this display for the Worlds Series last season and it proved a great success. During the entire series, at any time when a game was being played, a crowd such as the one shown here might be seen in front of the



CROWDS LIKE THIS WERE IN FRONT OF THE WINDOW EVERY AFTERNOON DURING THE SERIES.

window. The window was trimmed to suggest a country telegraph office. The ends and back were painted scenes. The general layout of the window as well as most of the details may be seen in the picture. There was a telegraph pole with regular wires and insulators and at the left may be seen the telegraph instrument which was a genuine one connected with the Western Union wire. Here sat an operator who received a full report of the game as it progressed. At one side was hung the lineup of the two teams and on the back was hung a big score sheet. The operator sat at the table and as fast as the reports of the game came in they were lettered on cards and hung on wires that crossed the windows. Not only were the runs reported but all of the important plays as well. Among the telegraphic bulletins there was just enough store advertising interspersed to be beneficial without getting tiresome to the crowd. At each side of the window was a ball player in full uniform and on the floor were photographs of the more prominent of the players engaged in the game being played.

Just what this sort of window advertising is worth is a matter for debate. but where it is done as well as it was in this case it certainly should prove of a good deal of benefit to the store. The window drew big crowds, many men going far out of their way to watch the bulletins. Furthermore, it held the crowd for hours and as the bulletins only came in at intervals, the hundreds of men in front of the windows naturally read the store's advertising when there was no new baseball news to read. Furthermore, the average man is inclined to "take off his hat" to a merchant who has the enterprise to do a thing of this sort.

* *

Bent Glass for Show Windows

SOME years ago bent glass or round cornered show windows were quite a fad. We see very few of them today. Like many other innovations that bob up from time to time in show windows, the curved glass has been tried and found wanting. It is expensive and difficult to handle, but, worst of all, it is not practicable for the show window on account of reflections. In some lights it is impossible to see through these curved glass windows and under the most favorable circumstances they are not as good as plain plate. After all, there is but one really practical show window and that is the rectangular one.

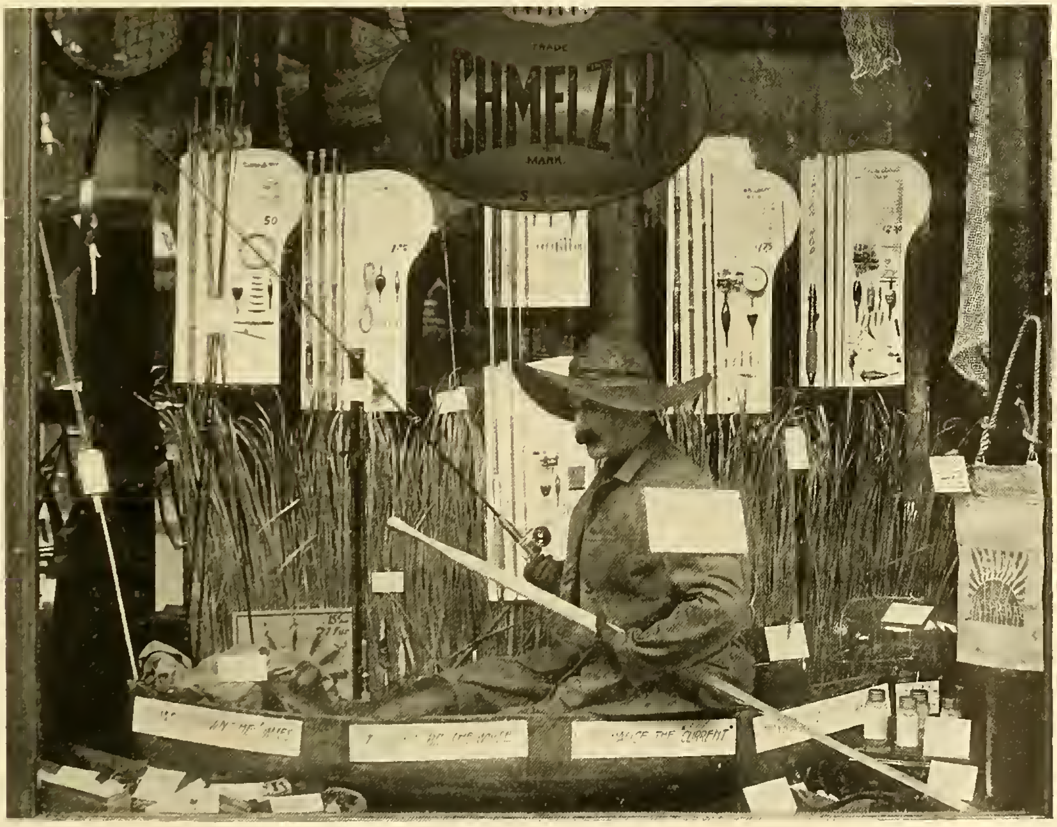


Plate No. 7179. Fishing Tackle Display by H. I. Hallett for Schmelzer Arms Co., Kansas City, Mo.

Here is a fishing tackle window in which are shown several good ideas. The floor was covered with black cloth under glass which gave a water-like effect. In the foreground was a fisherman with a complete bass outfit, seated in a small boat. He was placed in the proper position to start a "cast." Back of the boat were grass duck blinds. Hanging along the background were fishing outfits of different prices, ranging from 50c to $2.50. Each outfit was complete and was mounted on a heavy piece of cardboard, the shape of which may be seen in the picture. Every item was mounted in a careful and orderly manner so that it could be seen distinctly. At the top of the card was an itemized list of the outfit with the price of each piece and the sale price. In the floor in front were shown the tackle, bait, etc., for a bass fishing trip. Nearly every article had, in addition to a price ticket, a small card with some strong talking point.

The Principles of Men's Wear Display

By Harry C. Davis

This is Seventh of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Lighting The Window

Editor's Note:—In the preparation of these articles it is the intention of Mr. Davis to cover every point as fully as possible. However, there necessarily arise problems that are individual to some particular store, which cannot all be covered in articles of this character. In such cases, if the reader will write to this journal and state the exact character of the difficulty or the information required, Mr. Davis will be glad to furnish such assistance as may lie within his experience. Merchants who are contemplating building or remodeling their stores are urged to make use of Mr. Davis' wide practical knowledge of such matters. It will save time and correspondence if those seeking advice will give complete information, including measurements and sketches (when necessary) in their first letter.

LET US say with emphasis right at the start, that the simplest and only really practicable way to deal with the lighting of the windows is to put it in the hands of a trustworthy specialist—a good illuminating engineer. Not an electrician, mind you, for while an electrician will be sure to put in enough light sources or lamps and see to it that the finished job will "pass inspection," he will not be able to determine to a nicety just the measure of light your windows will require, nor just how the light should be directed, distributed, controlled, to insure maximum efficiency at minimum cost of maintenance. These things are not a part of his business; but they are in the line of the illuminating engineer's business, and if the matter is left to him he will save you much trouble and expense. Let him tell the electrician what to do, then you'll have a finished job when the job is finished! It is the right way.

The capacity in which the illuminating engineer serves in the planning of a lighting system bears the same relation to the work as that of the building engineer in the planning of a building. If you liken their positions and then put the electrician, mason, carpenter, etc., together on a level by themselves, you will hit the nail squarely on the head. One is just as good and just as necessary as the others—in his place. Keep him there!

If you were going to have a "skyscraper" built you would engage an architect with a reputation as a builder of such structures; and he with the aid of his building engineers would prepare plans and specifications, the efficiency of which you would not question. If you went about building in any other way the result in all probability would be nothing short of failure and loss. The building would very likely fall of its own weight before completed. No you would not depend upon guesswork even if you could find plenty of men *at low wages*, competent to order enough material and then put it together in the shape of a building.

You would want to be sure of the carrying capacity of the foundation and every other weight-carrying part of the structure—even if the law did not compel you to depend upon nothing short of the facts which engineers arrive at in figuring capacities.

Of course there is no law to compel you to proceed along absolutely safe lines if you are going to install a lighting system in your display windows. But if you would guard your own interests, build on a solid foundation and be assured of the best possible results, you will want beforehand proof that you are going to get just that and nothing else. There is but one way to obtain such proof and that is to put the matter in the hands of an illuminating engineer and no one's else.

If you were going to have a surgical operation performed you wouldn't employ a butcher, would you? Even though he could show you that he could cut flesh and saw bones as deftly as the most skillful of surgeons. Not a very pretty comparison; but it fits! Think of the result then you will see why it fits. Results are what are wanted and only those who have had special training and experience can get results in mechanical, scientific or other kind of work.

EMPLOY AN ILLUMINATING ENGINEER

Illuminating enigneers' services are rendered without cost by manufacturers of the best lighting devices that scientific research and experiment have produced. Therefore it would seem the height of folly for any one not to avail himself of them when facing the lighting proposition.

It is seldom necessary for the engineer to be right on the ground—to actually see the windows to be lighted. He can render dependable, efficient service while miles away, if a plan showing dimensions of the window enclosures and a plain description of conditions such as color and nature of background, nature of goods to be displayed and the position and nature of outside lights, if there be any, are put into his possession. He does not depend upon guesswork nor a great deal upon his eyes to bring him to a conclusion. He deals in a scientific way with facts as they exist, and if the facts of a case are on paper before him he needs nothing more to aid him in arriving at the further facts desired. And when he has completed his work you will have no more reason to question the efficiency of his plans and specifications for a lighting system than you would have to question the efficiency of an architect's plans and specifications for a building. Both work along the same lines, reach conclusions in the same manner; one dealing with weight, the other with light.

HOW THE ENGINEER WORKS

The illuminating engineer's plan and specification will cover more than merely enough light sources and proper distribution, just as the architect's plans and specifications cover more than one or two points. The illuminating engineer must consider such things as the point or level the average passing eye will strike; and nature and positions of the devices that must be used to produce the proper measure and quality of light in that particular place. He will often have to contend with a highly polished window background of wood or one of mirrors, which will reflect light thrown thereon straight into the eyes of passers-by, if the light sources and devices be placed in a position which under different local conditions would serve to illuminate the display space perfectly. These and many other local conditions of a more or less troublesome nature the engineer must from time to time face, master, cover in his plans and specifications.

Then, again, because of the fact that competition in the lighting device business is now very keen the engineer or the manufacturer of lighting apparatus who handles the business obtained in a manner that will insure satisfaction to a customer and be of permanent value to himself, must aim to keep down the cost of maintenance when specifying a particular device for a particular purpose, fully as much as to aim to supply sufficient light.

Speaking of competition, it is usually rendered "keen" by the number of articles made and put on the market by different manufacturers, and all designed to serve an identical purpose. It usually follows, too, that among such articles are some in which are to be found every quality of merit they are claimed to possess, while claimed points of merit do not qualify in others when they are subjected to test. But if timely and proper tests are not made, the inferior articles may enjoy as wide a sale as the meritorious ones, for a long time, if sold at a lower price and well advertised or "pushed" by other means. This applies better nowhere than to the lighting device business. But there is an excellent safeguard here for the consumer; for manufacturers of really meritorious devices will never refuse nor hesitate to place the services of an engineer at the disposal of a prospective customer, to prove in an intelligible manner the merits of his devices.

ABOUT THE COST

The cost of installation of some particular lighting system may be more than that of one of less merit, less efficiency; some other one may cost less than others to install, but cost much more to maintain. These things must be considered and thoroughly gone into, of course; and in the case of estimates of cost of installation being received from several concerns, an estimate of the cost of maintenance should also be required from each and all.

The terms, charts, figures, etc., employed by the engineer are often difficult for the layman to grasp; but a little patience and concentration will usually serve to bring about a pretty clear understanding, and the time it will require will certainly be profitably spent.

To those who realize the value of good displays of merchandise little need be said in reference to the importance of having display windows well lighted at night. But many even among those who acknowledge the value of good displays and good lighting often make the mistake of aiming to have abundance of light rather than sufficient light properly distributed.

Nobody ever experienced any trouble to get *enough* light where electric current, wires, globes, sockets, etc., were to be had; but to illuminate displays in a window so the merchandise can be seen and will look the same at night as in the daytime is quite another matter and was an unknown thing a very few years ago. We do not have to hark back so very far to hear exclamations of delight coming from those who beheld a prospect of block after block of store fronts ablaze with light emitted by fiery globes placed at intervals of a few inches all around plate glass window-panes, and numbering into the thousands. The streets were beautiful at night, no question about that. There was plenty of light everywhere. Display windows were flooded with it, and an overflow poured out into the streets. If the lights around the window-panes seemed insufficient or inefficient others were placed on designs within the windows; and in lots of windows the ceilings were studded with light globes—all consuming current and, incidentally, dollars and all adding to a confusing glare. Pretty! Yes, very. Made people *look*, all right—at the light. But to get the effect of the illumination of a particular store front people usually viewed it from across the street—from where it was impossible to see the goods on display in the windows, though all those lights were put there for the purpose of making it *easy* to see the goods. If, at such a distance, people were attracted by merchandise, designs or something other than lights, within the windows and they tried to get a close-range view, their chances for seeing anything but a glare of light were slim indeed, unless a hat, hand or something else was used as a shade to protect their eyes from the fiery, confusing, sight-killing light. Conditions as a rule are different today; but there are still hundreds of store fronts to be found badly in need of the professional services of the light doctor—illuminating engineer.

FOLLOW NATURE'S RULES

To go back just a step to where we mentioned using something for a shade, let us consider what it meant. To bring a shade into service was a little thing in itself, yet it meant a great deal when you come to think of it. For it was an action suggested by nature to correct in some degree, in a primitive manner, one of the great faults of this method of human effort to imitate the action of the sun, in the absence of that most wonderful of all light sources. Necessity of artificial light, any time or place, is caused by nothing more nor less than absence of natural or sunlight; and satisfactory results with artificial light of any kind are obtained in no other way than by following the very rules Nature follows in arranging her devices to obtain some of the wonderful results we so often see, and which seem specially arranged to light some particular object or group of objects in such a manner as to make us "look."

Did you ever try to view a landscape that lay directly between you and the sun? Didn't see anything but light, did you? And then, for only for a fraction of a second, because you then became practically blind. Did you ever look at that same stretch of country when the sun was higher and its rays were directed at just the right angle to light it in a manner that caused you to marvel at the distinctness with which details could be seen? If you have had these experiences, you will have seen both good and bad ways of lighting a particular space, as done by Nature. And you will see practically the same things and conditions on a smaller scale in display windows—brought about by Nature's imitators.

Anyone can distinguish, in fact, all are quick to notice and delight in an example of good lighting when the thing is done by Nature; and this makes it seem the more strange that so many users of artificial light in display windows will adopt, and pay their good money for illuminating systems every point and principle of which are the opposite of those employed by Nature where at her best.

Nature performs some wonderful lighting feats; but her light source (the sun) and the various devices (atmospheric conditions, clouds, etc.) which she uses for directing and controlling the sun's rays are ever on the move; the objects and spaces lighted never stationary. So she lights no particular object or space perfectly for more than a few minutes at a time. Here is where the illuminating engineer has an advantage. Both his miniature suns and the little worlds he aims to light are stationary; and his understanding of Nature-methods, together with the devices modern science has placed at his disposal enable him to equal Nature's best efforts and more. For once he obtains a desired result he can make it permanent.

To get a desired result the engineer must first ascertain the measure of light required in a window; then the sort of devices necessary to produce it without using so much current that the cost of maintenance will be exhorbitant; and finally the positions the light sources and other devices shall occupy.

LIGHTS MUST BE CONCEALED

To obtain highest possible efficiency, the light sources must be concealed from view, so no sharp, blinding rays can fall directly or indirectly into the eyes of a person looking into the window. And in order to establish a basis for economical maintenance, devices must be used which will reinforce the efficiency of the light sources and at the same time throw the bulk of all available light directly onto and distribute it evenly over the space to be occupied by the things displayed. This will allow but very little light to go to waste; escape into the street or into the upper part of the window where goods are not displayed; light not needed. It will also insure better results with less consumption of current than could possibly be obtained under other conditions. For the darker the immediate surroundings of an object or a space onto which light is directed, the stronger the contrast; the more noticeable and effective the light, no matter what the real measure or intensity of it may be.

Now, when you sum the whole thing up, it does not seem as though any one need have poorly lighted windows, does it?

All that is needed is a proper measure of light so directed as to attract and then lead the eye, and serve as an aid to sight. This, in a nut shell, is good lighting. Very simple, very easy to get—if left to an illuminating engineer to get by employing scientific method and not guess-work as a basis and guide for getting it.

The term "lighting devices" applies, of course, to the different styles of lamps and reflectors, but most generally to reflectors alone; for reflectors are made in different styles or shapes, and usually the style or shape is designed to be used with and further the efficiency of a particular style of lamp. Therefore, the selection of the proper reflector for a particular window is of paramount importance as compared with any other detail of a lighting system.

VARIOUS KINDS OF REFLECTORS

There are a great many different kinds, shapes and styles of reflectors to be found on the market, all designed and sold for one purpopse; and each and all of them will serve the purpose very well if conditions in a window, where they are used, are just right. But conditions, such as depth, height, nature of surrounding, etc., vary a great deal in display windows; and these things must be duly considered before a selection is made; for there is no one style of reflector that will meet the requirements of, and produce efficiency under all these varying conditions under consideration. These things and unintelligent selection more than anything else cause the unsatisfactory results which so often follow attempts of well meaning electricians and others to illuminate display windows.

Any one who does not understand the real object in making reflectors in the various shapes they are made is apt to think this or that shape or style represents nothing more or less than the fancy of a designer, or the desire of a manufacturer to have something different from "the other fellow." This is as far from the real truth of the matter as could be imagined. For every shape, form, style has a meaning, back of it, an object of vast importance in its connection with efficient illumination under certain conditions. Be the reflector in the shape of a trough, bonnet, box, helmet, hood, scoop or what not, is so designed for a purpose. One, perhaps more than one shape, will insure desired results in *these* windows, while some of the other shapes would not do in "these" but would prove to be "just the thing" for some other windows.

Every one of the ridges, little hills, valleys, corrugations, curly-cues which form the reflecting surface within the different devices has a function to perform; and is made into its particular shape because scientific research and experiment have proved that rays of light striking onto this particular kind of little hill or into that little valley will produce a desired result.

No matter what the conditions may be in a particular display window, the same or similar conditions will have been encountered by nearly all large manufacturers of lighting devices, and they will have found ways and means for dealing with them satisfactorily. And they, or engineers who represent them, are, we repeat with emphasis, the proper authorities to consult; and whose decisions should be accepted—with a guaranty—when a lighting system is to be installed. For it means economy, safety, efficiency, good business.

* *

KEEPING the goods in plain view is a principle of merchandising that should apply to the interior of the store as well as to the show windows. Get the merchandise out where people can see it; put on a price ticket and sales will be made automatically.

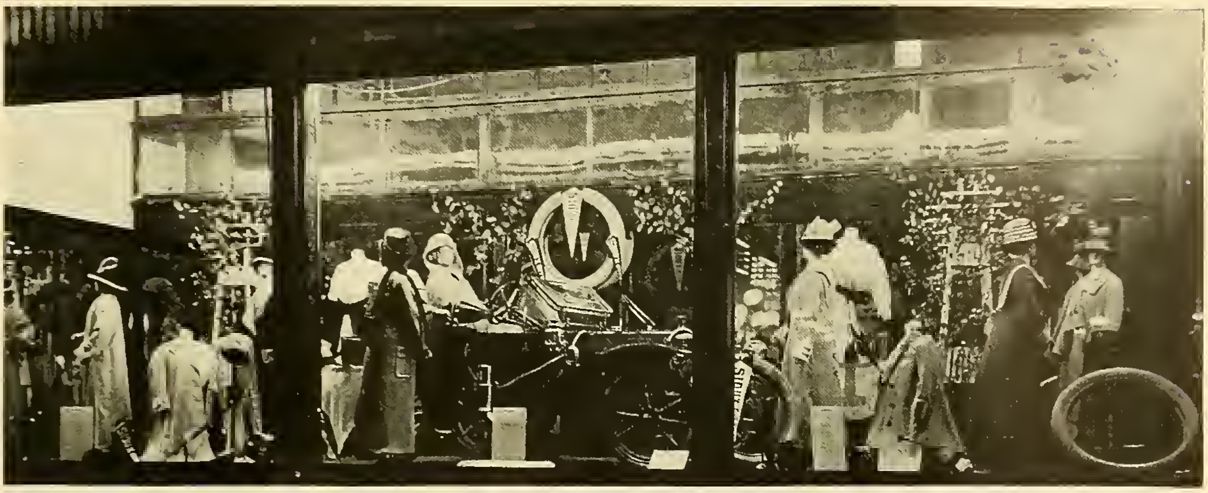


Plate No. 7180. Display of Auto Apparel by Wm. M. Sheppard for the Pelletier Co., Sioux City, Ia.

As the spring advances there will be more and more demand for automobile attire, and here is a good way of showing this class of merchandise. The background of mahogany and mirrors was decorated with pink roses. These flowers also were used to fill a tall flower box at each end of the window. In the middle of the window was a full-sized automobile, in which was seated a woman dressed in proper costume for motoring. There were six other figures similarly dressed in the window. Dress accessories for the motoring woman were shown all over the window. The other details are self evident. This display resulted in much business.

Red Letter Day Sale

KRATZE BROTHERS of Escanaba, Mich. have made quite a local reputation for their "Red Letter Day" sales which they hold at regular intervals. In addition to the special values that are offered, customers are given various premiums and souvenirs. Some of the attractions of the last sale of this sort which was held a few weeks ago were: A 5 lb. sack of Pillsbury's best flour with every $2.00 purchase opening day; Hot cocoa and coffee served free; A paring knife free with every 50 cent purchase; A 25 cent bread toaster free with every dollar purchase. In addition all sorts of samples were given away. On the opening day of the sale, the entire building was lighted with red fire and the clerks were dressed in red. A special discount of five per cent was offered to all customers wearing something red and calling the clerk's attention to the fact. A fortune teller disclosed the past, present and future to all customers, free, during the sale.

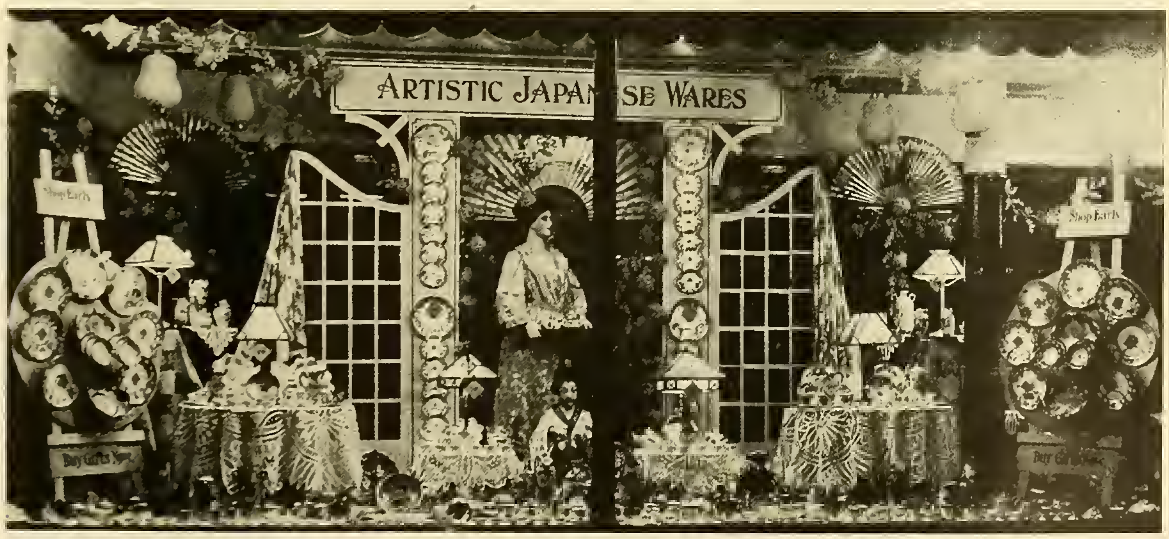


Plate No. 7181. Display of China by Monroe S. Snyder, for M. Goldenberg, Washington, D. C.

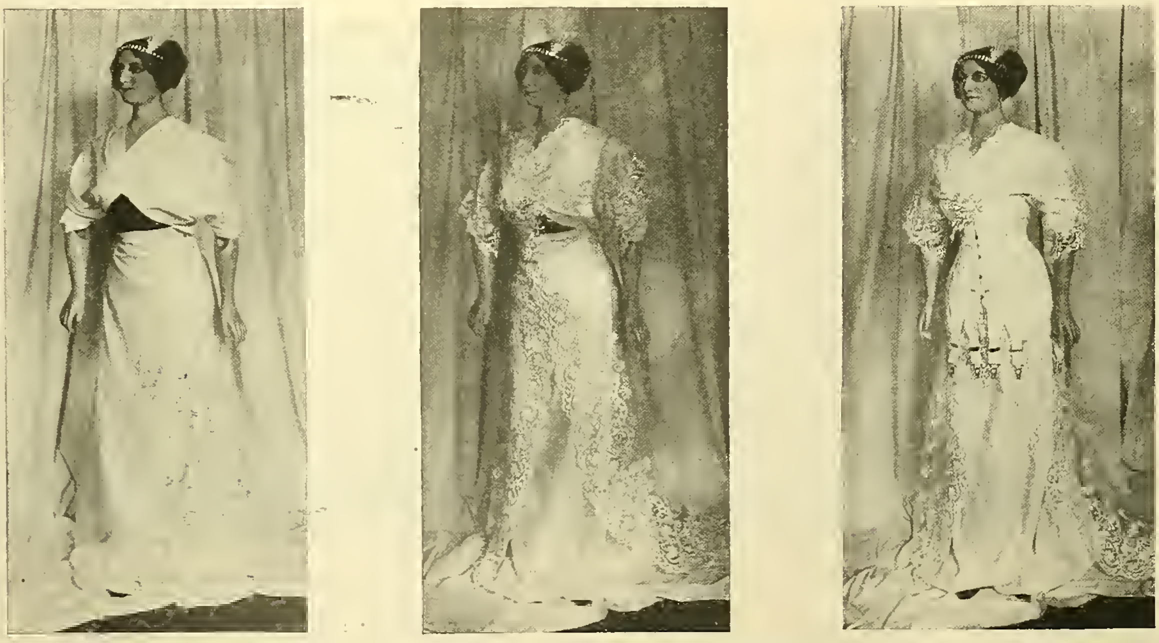
This highly attractive window was Japanese throughout. At either end was a large easel supporting a circle on which plates were shown. There were two figures dressed in Japanese style. Many sales were traced to this window.

SHOWING ONE OF THE FORMS DRAPED BY MR. PAXTON.

An Extemporized Corset Form

THE real window trimmer is a man of expedients. If there is a thing to be done, he does it, one way or another, regardless of whether or not it has ever been done before. If a fixture is needed that he don't happen to have and can't get, he proceeds to get the same effect with something else. Some time ago the W. C. Stripling dry goods store had made preparation for a corset demonstration and sale. Everything was ready but the forms for the window displays which were of a special kind that were enroute by express from the maker of the corsets. But the forms did not arrive—the express company had lost them. Tracers were sent out but without result. The preparation for the sale had gone so far that a postponement was not advisable so the window dresser was appealed to. R. L. Paxton is the window dresser and he thought he ought to be able to get around the difficulty. He took a couple of corsets and some materials to his workroom and the pictures show the result.

First he found a wax figure and a corset that fitted each other. Then he covered the figure smoothly with a light blue satin. After that, he started at the waist line with a wide lace flouncing which he draped a little to each side in a slight pannier effect. Then, using a narrow flouncing, he finished the shoulders down to the bust line, taking care not to have too many folds of lace to interfere with the lacing of the corset on the figure. Then the corsets were fitted on the figure. The idea proved a complete success in both



THREE PICTURES THAT SHOW STEPS IN PROCESS OF DRAPING.

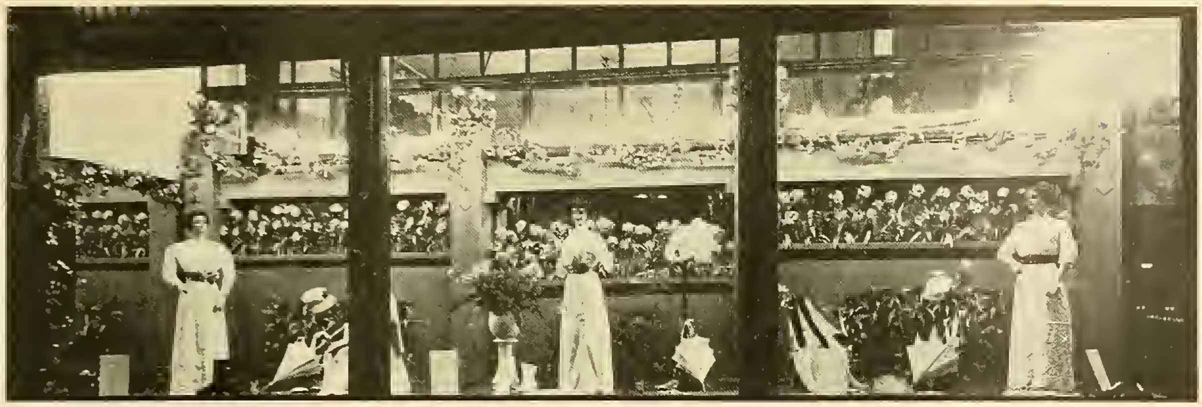


Plate No. 7182. A Spring Display by Wm. M. Sheppard for the Pelletier Co., Sioux City, Ia.

This was an exceptionally pleasing display. The treatment of the background is original and highly attractive. It is suggestive of a garden with a simple massive wall finished to represent sandstone. Each panel was cut out its entire length to accommodate the long flower boxes, which were filled with varicolored spring flowers. Along the top of the wall was a pergola design twined with climbing roses. In front of the wall were other arrangements of flowers and foliage. Among the flowers butterflies and hummingbirds were placed judiciously.

---

the front and back lace corsets. The completed window shows one of these extemporized corset forms and it certainly looks all right. The three pictures of the figure show the various steps in dressing the form. So far as we know this is the first time corsets have been displayed in this way.

ELECTRIC LIGHTS in show cases are a wonderful help considering how little it costs to maintain them. In a store that is inclined to be a trifle dark, the illuminated show case stands out like the proverbial sore thumb, and cannot escape attention.

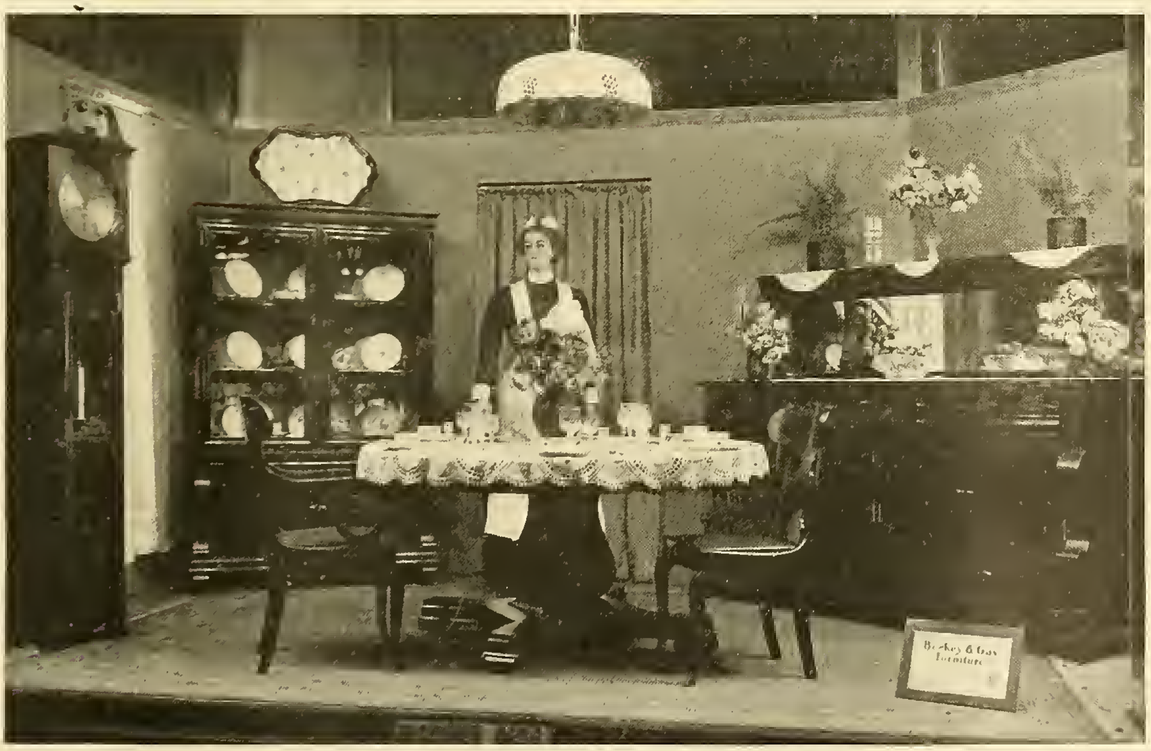


Plate No. 7183. Display of Furniture by W. C. Hollingsworth, for Giddings & Kirkwood, Colorado Springs, Colo.

In this display of dining room furniture, just enough pieces are shown to give the right effect. The table was properly set for the first course, and the maid was posed as in waiting for the diners. The color effect was blue and brown.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.
TELEPHONE HARRISON 3067
EASTERN OFFICE, 1724 Tribune Building, New York City
Telephone 4349 Beekman
WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION
IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	$2.00 a Year
All Other Countries	$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department
Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

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⁂Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

⁂When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

⁂Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

April, 1913

CONTENTS.

Factory Fixtures—Eighth Article.....15
China and Housefurnishings—J. A. Koerber.....18
Cretonne Displays—A. W. Lindblom.....23
A Base Ball Window.....26
Bent Glass for Show Windows.....27
Men's Wear Display.....28
Red Letter Day Sale.....31
An Extemporized Corset Form.....32
This Sometimes Happens.....34
Monthly Prize Contest.....35
Set Pieces—J. C. Bodine.....36
Mechanical Windows—D. A. Wolf.....38
Card Writing—G. Wallace Hess.....41
Men's Wear Background—A. W. Merry.....44
Saks & Co.'s Advertising.....45
Notes From New York—F. F. Purdy.....46
A Window Display Sale.....50
What's the Matter?—Samuel Friedman.....52
N. A. W. T. of A.....56
The Milwaukee Association.....56
For Our Advertisers.....58
A Library for Merchants.....62

This Sometimes Happens

ONE of the most frequent complaints among window dressers is—"the boss holds me down too much—if I had a chance, I could do something with my windows." This matter of "holding down" by the boss works both ways. We will admit that in many cases the decorator is restricted too much. He is paid a salary to trim the windows of the store and therefore is supposed to know his business, otherwise he would be dismissed. The chances are that he knows a whole lot more about window dressing than the boss does and the latter should give him a reasonable amount of leeway in working out his ideas. On the other hand it sometimes happens that the boss, himself, knows something about window dressing and is qualified to tell the decorator a few things about his work. Here is a case in point:

There was a young window dresser who had a good position with an exclusive store in the east. His permanent backgrounds were unusually handsome being mahogany in a simple and very pleasing design. The store carried a splendid line of ready-to-wear and accessories and the window man knew how to handle this class of goods perfectly. His displays would have been a credit to any store. They were tastefully arranged; the color effects were always good and the merchandise itself was so beautiful that, in front of the rich background, touched up with a few choice flowers and ribbons, the windows were all that could be desired. Yet this young fellow was always complaining. The work was pleasant; the salary was all right but he wanted a chance to do bigger things in the way of backgrounds. After while he decided to take a job with another store that used fancy backgrounds. He made the change—and from that time since, his work has been as commonplace as that of the veriest beginner. In the first place, the new store did not carry the sort of merchandise to which he had been accustomed. It had neither the quality nor the attractiveness of the goods he had been used to displaying in the windows of the old store. Furthermore, in the new store this decorator was required to show much more merchandise in the windows. The trimmer was unused to handling displays of this sort and his work proved as unsatisfactory to himself as it did to his employer. As a result, he had to look for another position and, since that time, has worked for a number of stores, none of which has suited him so well as the first one.

This young man's case is not unusual. A natural ambition to get ahead and the desire to accomplish "big things" frequently leads the young decorator to give up a certain job for which he is naturally fitted for an uncertain one that may be not in the least suited to his capabilities. It is an excellent idea, before making a move of this sort, to analyze both the old position and the one looked forward to, with the greatest care. Because a window dresser can handle satisfactorily the windows of one store, is no assurance that he could do equally well across the street in another store.

One of the mistakes most commonly made is to think that one can go into a new store and completely revolutionize the methods of display. In most stores, the management has certain ideas as to display, and these ideas are reflected in the windodws, no matter who may be trimming them. When the new man comes to work, instead of being given carte blanch, he is generally given general instructions as to the amount of merchandise to be shown, etc., and these directions he will be required to follow pretty closely, regardless of his own ideas. There are many window dressers who, so far as their particular positions are concerned, are square pegs in round holes, and in nearly every instance this is because they have "jumped" from one position to another without giving the change the proper amount of consideration.

* *

Charles F. Kade

CHARLES F. KADE, who for the past sixteen years has been connected with the M. Winter Lumber Co. of Sheboygan, Wis., as Vice President and General Manager, has disposed of his interest in that company with which he will be no longer associated. After a month or two of rest it is likely that he will connect with some other firm in the fixture line. Mr. Kade has for years been one of the most prominent figures in the fixture manufacturing business. Aside from his executive position with the M. Winter Lumber Co. he has been actively engaged in designing and inventing store fixtures. Many of the most important inventions in this line are due to his ingenuity. He has recently been prominent in the affairs of the National Commercial Fixture Manufacturers' Association of which organization he is President.

* *

Good Book for Card Writers

AN EXCEPTIONALLY good book for the show card writer is *"A Show at" Sho' Cards* published by Frederick J. Drake & Co., Chicago. It is a large and attractive volume, printed on fine paper and admirably illustrated. This book is the joint work of F. H. and G. W. Atkinson who have written a number of other books on similar subjects.

"A Show at" Sho' Cards is a comprehensive and practical work covering in a simple and direct way all of the various branches of show card work with which the modern department store card writer is presumed to be familiar. Beginning with the materials and tools to be used, it describes the various brushes, pens, air brushes and other devices used by the card writer. Paints and inks for various purposes are described and the manner of making them is told clearly. A good deal of space is given to instruction as to the handling of brushes, pens, etc., and there are many valuable suggestions that appear in print for the first time in this book, although generally known to many of the practical, old time card writers. One of the most important features of this book is the large collection of good alphabets and plates showing layouts and decorations of finished show cards. No matter whether he be a beginner or an expierenced man, everyone interested in card writing will find a good deal of practical value in this attractive volume. The price is three dollars prepaid.

* *

Mr. Luce Makes a Change

WITH the purpose of giving his entire time to the work of the National Commercial Fixture Manufacturers' Association, C F E Luce, who for the past eleven years has been sales manager of the Wilmarth Show Case Co., of Grand Rapids, Mich., has sold out his interest in that company and will act as secretary for the association. In the future, Mr. Luce will conduct his office of secretary to the association in the Murray building in Grand Rapids, Mich.

* *

THE average merchant is too close to his business to get an accurate view of it. He should occasionally step back and view his store from the position of an outsider.

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.

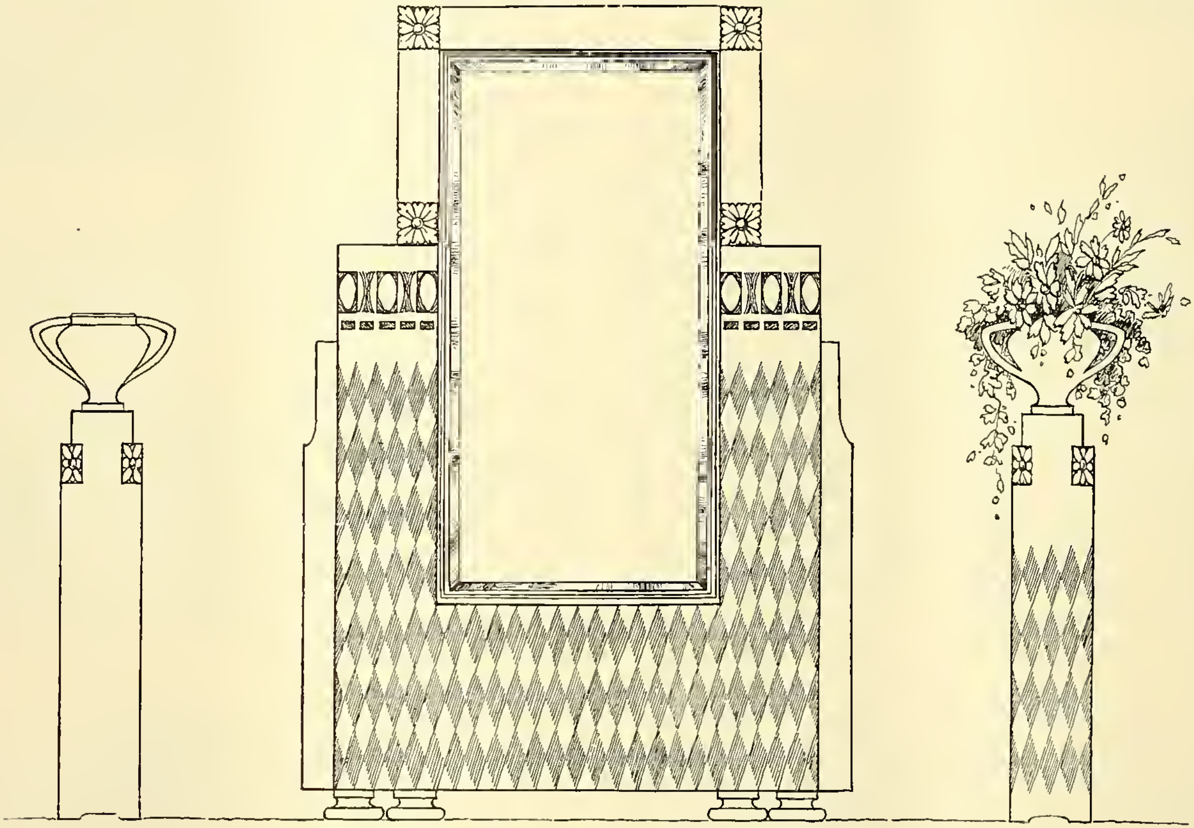
Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

SET PIECES

DECORATIVE SECTIONS DESIGNED TO PARTLY COVER THE PERMANENT BACKGROUND—A SCHEME OF DECORATION THAT MAKES USE OF THE RICH WOOD OF THE REGULAR BACK

J. C. Bodine

THERE are now many stores having window backgrounds of mahogany, Circassian walnut and other costly woods. Such backgrounds are designed for years of service and are usually of a dignified and handsome pattern calculated to make the most of the rich grain of the wood employed, and of such a character that one is not likely to grow tired of them. Backgrounds of this sort may be put in at comparatively little expense or they may be made very costly as the merchant may elect. By using the thin veneers that may now be had at a very moderate price the cost of the back may be kept within a modest figure. Solid woods, on the other hand, of fancy patterns of selected mahogany or walnut will run up the cost to almost any amount the merchant is willing to pay. One big store has a corner window of Circassian walnut that cost $5,000. This probably is the most expensive window background in existence, but there are many stores in which large sums of money have been spent on the permanent backs.



SUGGESTION FOR SET PIECE BY J. CLARENCE BODINE.

It seems likely that in the future more and more high class stores will replace their mirror backgrounds with chaste designs of fine wood. This opinion is verified in a measure by the high class new stores that have been built during the past two or three years, in which there is an evident tendency to discard the mirrors that have served so long as the standard back. While good woods are more expensive than mirrors, they have about them a tone of richness that serves admirably as a foil for fine merchandise. And the wood back requires less attention from the decorator and less expense for embellishments than do the mirrors. The handsome wood back is in itself so decorative that little additional decorating is required for ordinary occasions. This cannot be said of mirrors. The latter are hard and cold and even in the simplest, everyday display should have something in the way of decoration to relieve their severity. Then, too, the reflecting properties of the mirror are sometimes objectionable. Everything that is going on in the street in front of the window is accurately reproduced in the background and this has a tendency to divert attention from the display. It is true that the mirror at the back sometimes serves the useful purpose of showing the back of gowns, etc., but it also shows up the unattractive backs of drapes, so it has both its advantages and disadvantages.

At any rate, the growing popularity of the fine wood background has brought about a change in window dressing methods as applied to the stores that have these backgrounds. The backgrounds are in themselves so handsome that the merchant who has paid a lot of money for them does not care to have them covered up with temporary decorations. He takes the stand that the wood of the background is handsomer than any decorative material the window dresser can use to cover it with.

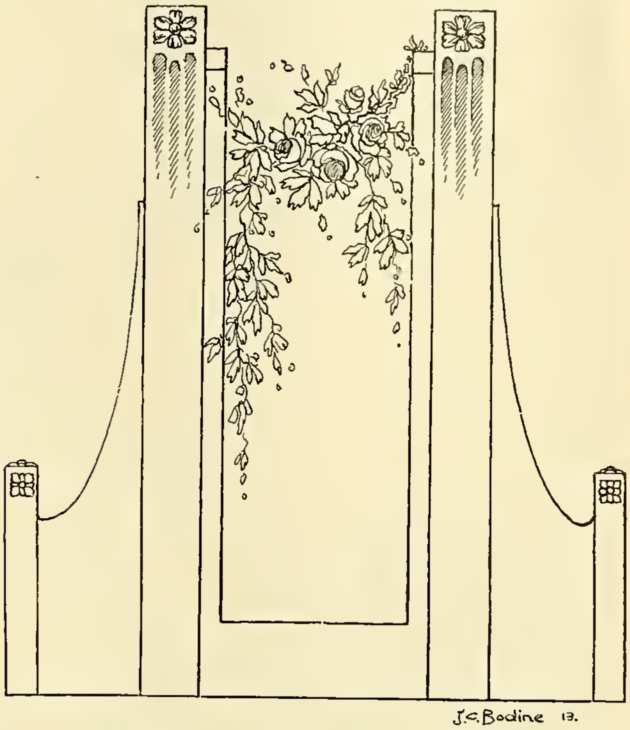
Yet there are openings and other occasions when it is advisable to make an unusually strong impression when the wooden background, no matter how handsome it may be, will not serve alone as an adequate setting for the new season's gowns. Then it is up to the decorator to devise some scheme of decoration that will harmonize with the permanent back but which will not conceal too much of it. This may be accomplished in many ways but it goes without saying that the decorator must use considerable judgment in the materials and colors used in order to get the right results. Obviously, it is poor policy to use cheap and flimsy materials to build a setting that is to be placed where it will have to stand a close comparison with a rich and beautifully grained wood. Nor is it advisable to use an extremely fancy design in juxtaposition with the strong and dignified lines of the permanent back

The sketches that are reproduced in connection with this article were designed to suggest two set pieces that may be used with permanent backgrounds. Either of these may be handled in a variety of ways and is subject to almost unlimited variation in the matter of materials and finish. The design shown in the larger sketch is not at all complicated, although it would appear from the drawing that there is considerable detail. This detail, however, is largely a matter of stenciling of a comparatively simple order. There are many different veneer finishes that might be used for the finishing of a setting of this sort. The one selected would naturally depend upon the kind of wood from which the permanent background is made. The set piece might be made to correspond closely with the permanent back, or it might be finished in some wood of an entirely different color. Considerable judgment should be employed, however, in the selection of contrasting woods.

Supposing the larger design is to be finished in mahogany, the veneered pieces of composition board are accurately fitted together and all of the joints and edges finished with the utmost care, as in a design of this sort the workmanship must compare with that of the permanent back and any open seams or ragged edges will ruin the effect. The four ornamental corner pieces at the top are plastic relief work, gilded. The diamond design covering the lower part is also of gilt applied with a stencil. The same treatment is used in connection with the two pedestals. In the middle of the centerpiece a mirror is shown in the drawing, but a painting could be used as well. If another wood than mahogany is to be used, the treatment may be handled in a same or different manner. The lower stenciling might be done in shaded metallic colors with excellent effect.

The smaller design is similar to the larger one but a trifle simpler. The same suggestions apply to it also, so far as they may be found practicable. In this case an irregular garland of roses or other flowers would look well in the middle, arranged in some way similar to the sketch.

The advantage of either of these designs is that they require no fitting to the window. Either would serve equally well in a window anywhere from ten to eighteen feet long. Of course either of these designs might be used with good effect in other windows than those having wood backgrounds. In that case the finish would be an easier matter as it could be planned without reference to the wood of the back.


J.C.Bodine 13.

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Inspection Day

UPON the occasion of important sales, some stores hold what they call "Inspection Day." This is the day prior to the opening of the sale, when stocks are open to inspection. Orders will be taken but deliveries are not made until the actual opening of the sale. The purpose of "Inspection Day" is to furnish an opportunity for a leisurely inspection of the merchandise without the inconvenience and congestion incedent to the opening day of the sale. This is a courtesy that many customers appreciate.

* * *

NOW that the Parcels Post is in effect, every store should have a special scale, not only for store use, but for the convenience of customers who may wish to ship purchases. Such a scale in the rest room would find many users.

* * *

SMALL advertisements should always have an illustration of some sort or a strong headline to give each one a different appearance and avoid the suggestion of sameness.

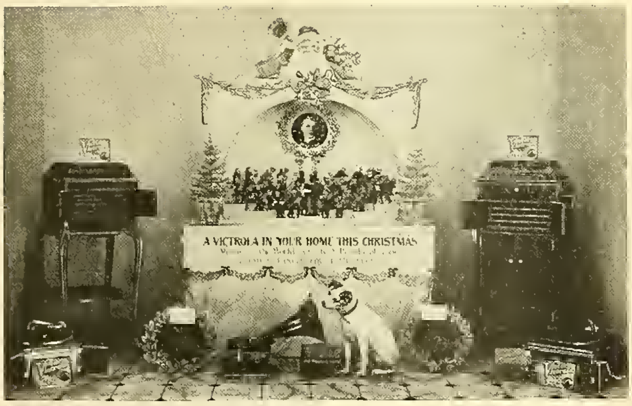
MECHANICAL WINDOWS

DESCRIPTION OF SEVERAL MECHANICAL DISPLAYS RECENTLY PUT OUT BY THE VICTOR TALKING MACHINE COMPANY AND THEIR RECEPTION BY RETAILERS OF THE VICTOR PRODUCT

D. A. Wolff
Window Display Department, Victor Talking Machine Company

WHEN the Victor Talking Machine Company inaugurated its window display department a little more than four years ago, even that company could not foresee what an important advertising factor the product of this department was destined to become. Until within the last six months, the displays put out by this department were stationary and were sold to Victor dealers for $5 each or less. Lately, however, the window display department has put out three mechanical displays, and the success of these displays has been phenomenal. The first mechanical display is shown in the accompanying photograph and was designed to interest the Christmas trade. It consists of a band pavilion upon which is seated a miniature Sousa's band. In the back of the band pavilion is a round opening in which appear consecutively the figures of the six great band leaders—Sousa, Pryor, Santelmann, Vessella, Kryl and Victor Herbert. The display was announced to Victor dealers about the first of last November, and although the price of this display was $10, every display was sold within ten days and many orders had to be cancelled.

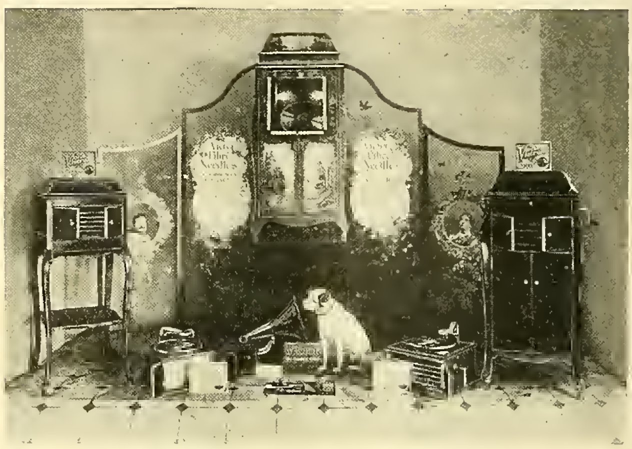
Never before had so many displays been sold to dealers in so short a time, and many dealers were still clamoring for "a display that moves" to interest the holiday trade.



THE FIRST MECHANICAL VICTOR DISPLAY.

Mr. Ellis Hansen, who originated and has charge of the window display department of the Victor Company, was therefore directed to prepare a second mechanical display at once. Mr. Hansen and his force had been at work on a second mechanical display for some time, but it had been his intention not to announce the display until this spring. Now, however, he had a large quantity of the displays completed at once and a circular announcing the fact was sent to the Victor dealers.

Very little idea can be had of the mechanical features of this display by looking at the photograph. It's great value lay in the illusion it effected. Looking through the open doors of a Victor-Victrola of the most expensive type, one saw the slowly revolving turntable of a Victor machine placed at a steep angle. On the turntable were a number of fibre needles, and as the slanting disc revolved, the needles apparently fell up instead of down. This effect was produced by means of a concealed mirror, placed at an angle opposite to that of the turntable. Thus, one really saw the reflection of the turntable and needles instead of the real objects. Some parts of this display had to be made to order, and this increased the cost of the display to $15, but notwithstanding that, the entire lot was sold within a few weeks.

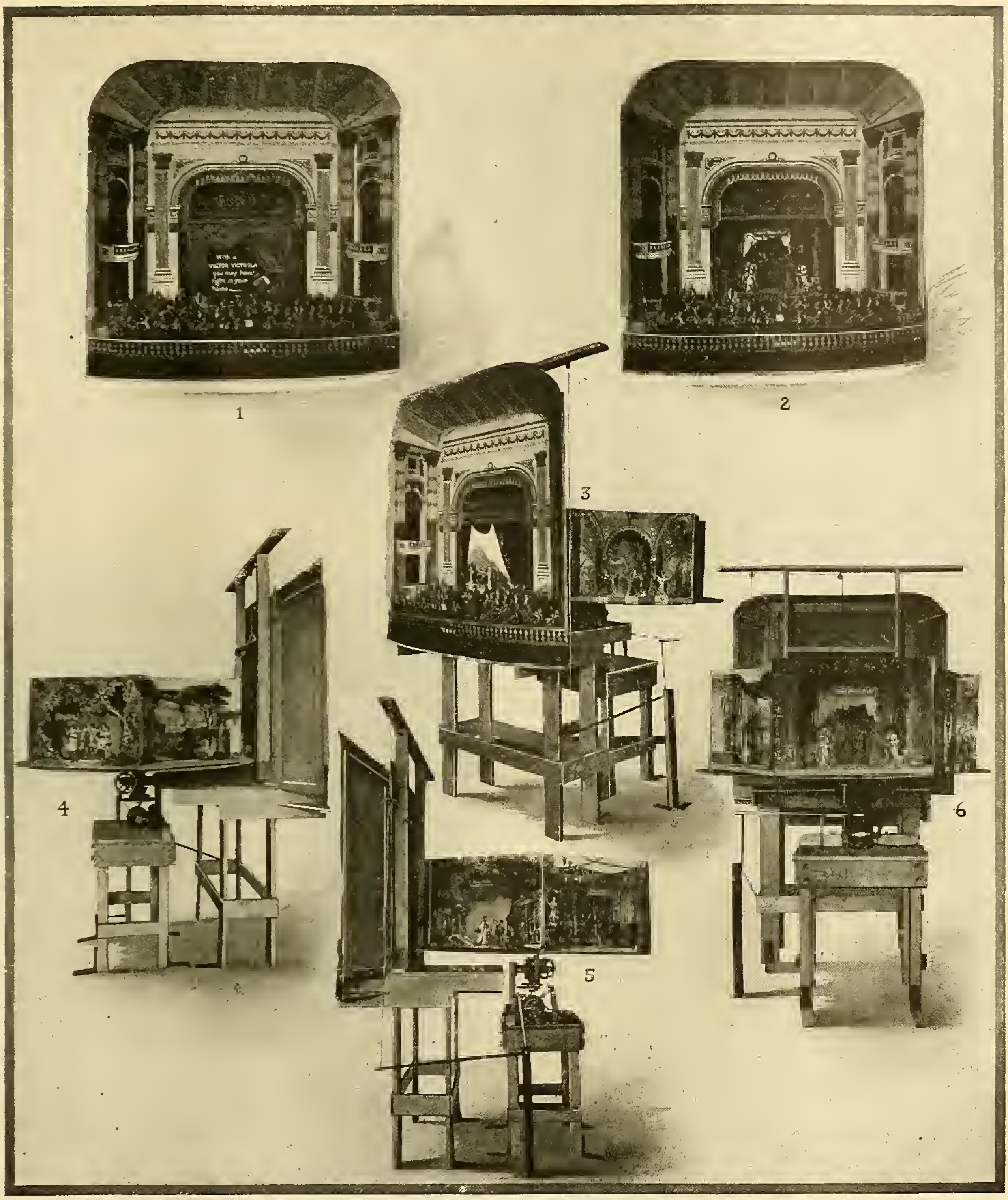


SECOND MECHANICAL DISPLAY.

I have not gone into a detailed description of these first two mechanical displays as I wish to tell more fully about the third mechanical display. The first of these displays was shipped last November, but the entire window display department of the Victor Company had been working out the details for months before that time. The display is better and more elaborate than anything the Victor Company had ever before attempted in a stock display. It costs Victor dealers $75—and is worth it.

Mr. Hansen first conceived the idea of a display of this kind five or six years ago, when he was with Sherman, Clay & Company on the Pacific Coast. About a year ago he began to work out his idea for the Victor Company, and after months of effort, he succeeded in getting the effect he desired.

Standing in front of a store window containing the display, one sees rich plush curtains draped on the outer framework of the display in such a way that an opening is left between the curtains, through which can be seen the interior of the display. A fold of plush across the top of the display bears the dealer's monogram embroidered in gold letters. Looking between the curtains, one becomes so interested that he



THESE PICTURES SHOW THE LATEST MECHANICAL WINDOW DISPLAY PRODUCED BY MR. ELLIS HANSEN AND HIS ASSISTANTS. 1 SHOWS FRONT VIEW OF DISPLAY WITH THE CURTAIN DOWN; 2 SHOWS THE CURTAIN RAISED; 3 IS A GENERAL VIEW OF THE COMPLETE DISPLAY; 4 AND 5 SHOW HOW SCENES ARE CHANGED; 6 IS A BACK VIEW.

forgets his surroundings and almost fancies he is sitting in the "diamond horseshoe" of a miniature Metropolitan Opera House. There are the boxes on either side of the stage; an orchestra illuminated by unseen lights, so as to appear almost life-like, and the stage itself a reproduction of the proscenium arch of any modern opera house. These details are all taken in almost unconsciously and then one's eyes turn to the stage curtain. Upon it appears the incomplete statement: "With a Victor-Victrola in your home, you may have —," and while one is wondering what he may have with a Victor-Victrola, the curtains rises and the question is answered, for there appears on the stage the beautiful garden scene from Faust, bearing the inscription "Grand Opera—Faust." The curtain descends and in a half minute rises again and, behold, another scene has appeared—this time a scene from Light Opera. There appear consecutively four other scenes, each beautifully illuminated and set off in correct color effects by unseen lights.

Unconsciously, one realizes, perhaps for the first time, that with a Victor-Victrola he may have any or every kind of music, and if not possessed with a desire to own a Victrola, he is at least impressed with a profound respect for such an instrument.

Assuming that we are so privileged, let us now enter the store and see how the display is operated. Since the curtain descends before each change of scenes, the public cannot see how the change is effected, but to one interested in mechanical displays, it is well worth seeing. On going to the back of the display we find a small electric motor belted to a worm gear mechanism on which is mounted a flat disc three feet in diameter. On this disc are fastened the six scenes. The disc is turned one sixth of the way round at regular intervals by means of a cog-wheel, thus bringing a new scene upon the stage each time the disc moves. The stage curtain is raised and lowered periodically, with proper relation to the change of scenes, by means of a cam and a lever arrangement of iron rods. The realistic light effects, so attractive from the front of the display, are obtained from Tungsten lamps contained in a shallow galvanized iron light well or box, which sits on a small shelf just back of the stage curtain and under the disc containing the scenes. The light from the Tungsten lamps is reflected up through differently colored sheets of glass which cover six openings in the bottom of the disc, one under each scene, thus correctly illuminating the interior of each scene as it comes to a stop above the galvanized light well.

This display has been so successful that a number of dealers have asked us to supply new scenes to enable them to keep alive the interest the display has awakened. This we are now doing, and in a short time we expect to have a large number of these scenes for the dealers to select from. While touching on this point, I might add that a number of dealers, when they take the display from their windows, use it in their stores when giving Victrola recitals. In this way, the actual scenes from Grand Opera can be shown at the same time records from the same Opera are being played.

Every one of these displays made by the Victor window display department to date has already been sold and orders for them are still coming in. Not only have they been shipped to dealers in every part of the United States, but some have also gone to foreign countries Four have been sent to Canada; two to England; two to South America, and several weeks ago, we sent two to St. Petersburg, Russia.

Victor dealers have apparently always realized the value of window displays and they welcomed the opportunity of buying them complete from the Victor Company, instead of being compelled to go to the trouble and expense of designing them for themselves. The demand for stock displays, however, was never one half so great as it has been since we have been putting out mechanical displays. We have received letters of praise for these displays from Victor dealers in every part of the country. One of our large dealers, who owns stores in several cities, was so pleased with the Mechanical Theater display that he immediately ordered a second display for one of his other stores. Upon the arrival of the second display, he wrote us as follows: "We placed the Victor Operatic Stage display in our show window yesterday, and although it rained hard all day, there was not a minute the sidewalk in front of our store was not literally thronged with people. To put it mildly, we are 'dee-lighted'."

Judging from the results obtained by the Victor Company during the last few months and from the opinions received from Victor dealers in all parts of the country, the universal demand is for displays that will attract attention instantly and hold it—for "displays that move."

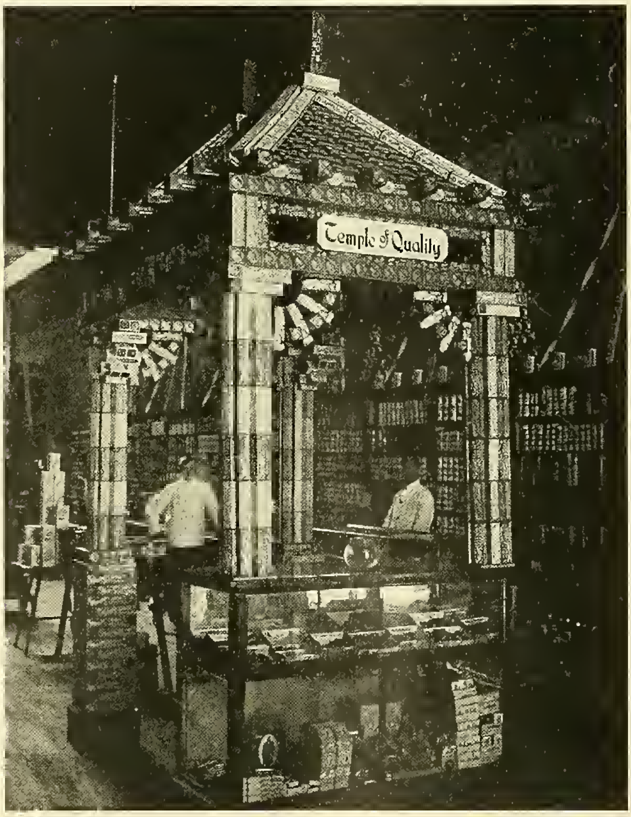


Plate No. 7184. Grocery Booth by L. S. Dorrance for Huston Biscuit Co., Birmingham, Ala.

This booth was constructed of empty cartons. The only wood used consisted of a few light supports for the columns and roof. The two front columns rested upon a show case, while the other two extended clear to the floor. All of the cartons were both pasted and fastened with tacks and pins. It took 1,125 cartons to do the work. This booth made an interior display for a grocery store that compelled the attention of everyone who entered the store. After this picture had been taken, a complete line of package and bulk crackers were arranged in the show case and on racks made for that purpose.

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

This is the Thirteenth of a series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

AT THE time of the last convention of the N. A. W. T. of A. in Chicago last summer scores of young men told me in commenting on the cards used in the State street stores that they could make better cards themselves. Many of these young men also commented on the fact that no air brush work was to be seen in these stores and wanted to know if the air brush was all that was claimed for it, why these cardwriters did not use it.

To dispose of the first comment, I know full well that there are just as good cardwriters out of Chicago as there are within it, but to wander from the subject a brief spell let me say that in the spring of 1906 for reasons best known to myself I left the employ of a State street store.

Within three months a contract was entered into between my former employers and myself whereby I was to make all the signs for said firm and I have submitted the contract to the editor of the paper and the following are prices named therein:

11x14 cards	3c each
7x11 cards	2c each
5x7 cards	1c each
Price tickets	25c per 100
Full sheets	15c each
Half sheets	10c each
9x22 cards	8c each
Window cards	15c each
Trunks	15c each
Suit cases	10c each

Beginning at Hillman's store on the north and including every cardwriter in any of these stores to Siegel & Cooper's the last big store on the south end of State street, there is not a man among them, but what if you gave him all the work he could do at these price would make $5.00 per day of eight hours. If you are inclined to think you can do better see how much you can make at the price quoted.

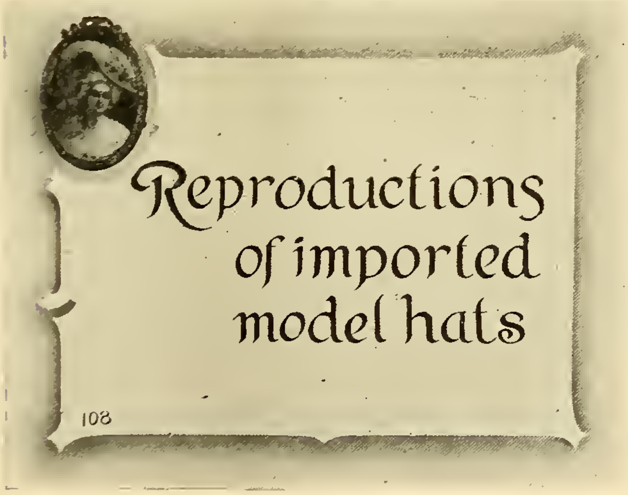
Take a State street cardwriter and put what the average country merchant would call a fair price on his work and I'll venture every man of them will produce $15.00 to $30.00 worth of work daily.

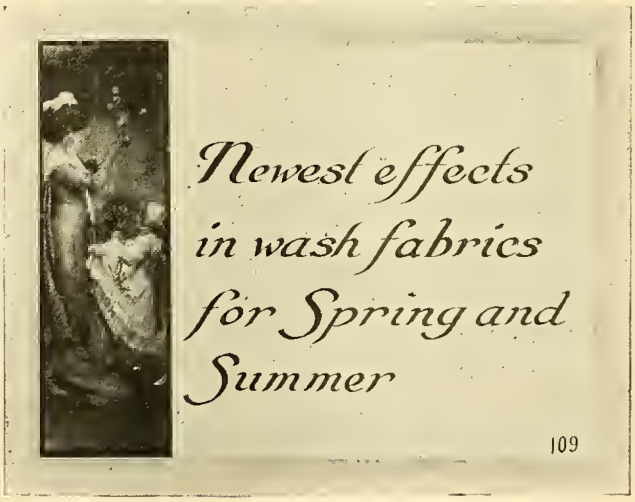
Working at such speed, these men are too valuable to do real high class work hence when such is needed it is generally done outside, and that is the reason why the air brush is not used in these stores. To do the class of airbrushing that these firms would want—well, there simply wouldn't he hours enough in the day for the cardwriter.

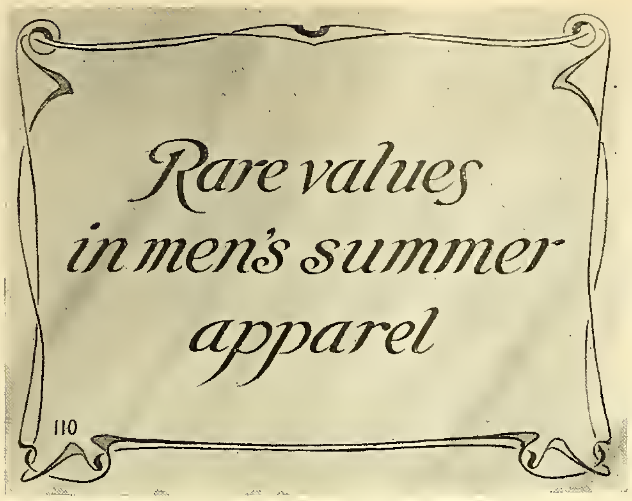
The air brush is unquestionably a great tool in the hands of a skilled workman and also in the hands of thousands of others.

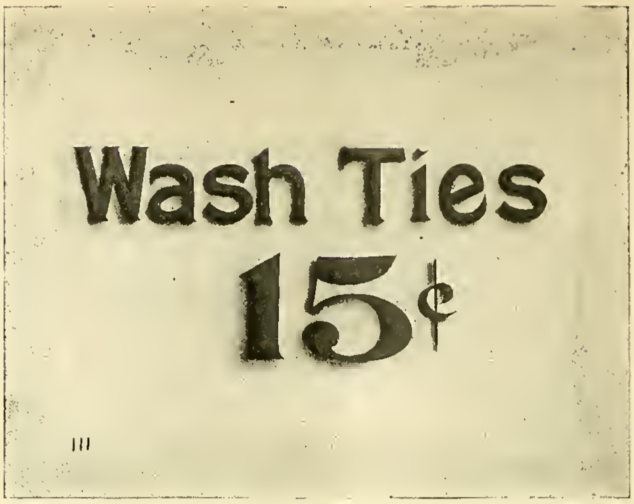
In common with the makers of it and every one who knows how to use the brush, the first thing that you realize is that it is impossible to reproduce the dainty colorings it makes by any other method.

Chicago has today two of the greatest or rather the two very best manipulators of the air brush in the land. It also has about 200 of the worst. There's some excuse for the fellow in the country who cannot see the product of the skilled workman, but when a fellow in the city will make air brushed cards at a price that he loses money on them—then you get the quality that no self respecting merchant will stand for. Chicago is cheap on the show card proposition, but in all seriousness if you have been one of the small army who tries to see how much color you can put on a card just resolve today to get down to doing dainty, neat airbrushing and charge a living price for the work. and if your customer won't pay it make him









take a plain card or none. Much of the airbrushing reproduced in the trade journals is too much for the beginner and in this article we will simply take up same simple effects, leaving stencil cutting and stencils for the coming months.

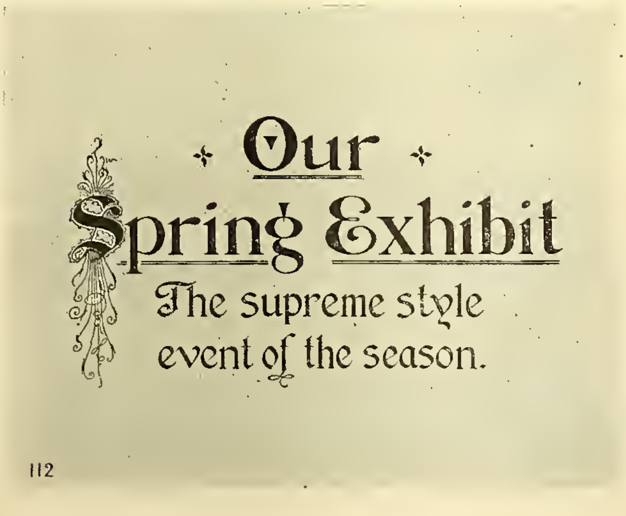
First glance at card No. 108. Here is a card so simple that you can easily draw and cut the mask in three minutes. A delicate green is sprayed on and then a little black over the green right near the mask. The picture is pasted on. That card can be made at a profit for a quarter. Now then, you will notice that the cap "R" is shaded. To shade every letter in this card in such a manner that they would be a credit to the airbrush and workman would raise the price of the card to 50c. To shade lettering means a brush in perfect adjustment, and time and painstaking effort.

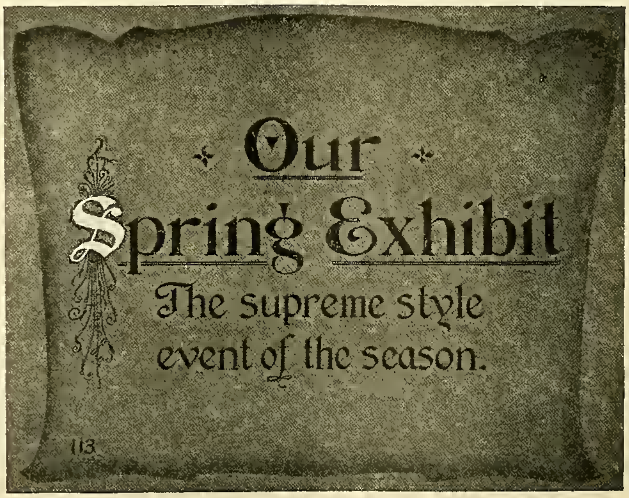
Card No. 109 shows an air brushed photogravure mounted on the card. No. 110 is a white card mottled so delicately with green, yellow and pink that the tints are just apparent to the eye and no more. A quick border is shown on this card done in gold. In making border designs where the design is the same both sides of the center the proper method of procedure is to halve the card by means of a pencil line from "A" to "A." Draw one half first and get it right. Then take a piece of tissue or tracing paper with a registering or center line on it and trace the half of design as drawn. Use a soft pencil. Turn the tracing pencil lines against the half of the card that is blank with the ends of the drawing and tracing meeting. Hold firm, and burnish on back of tracing over the pencil lines with some smooth hard substance, such as a burnisher, end of a fountain pen, the bone handle of a steel eraser or the back of your thumb nail. You will then cause the pencil lines to "offset" on the card completing the design. All lettering on the three above cards was done with a number eight red sable rigger, single stroke.

In card No. 111 is shown another quick card. A beginner should try to make cards like this, without airbrushing, in two to five minutes. The spatter work effect is produced by means of low gas or air pressure or by compressing the hose between the thumb and first finger of the left hand, thus reducing the pressure.

Spatter work is also done by means of a typewriter brush and then distemper color and a piece of screen wire eight mesh to the inch. Color applied sparingly to type writer brush by means of a small brush. Screen wire gripped in left hand, say about two inches above the card to be spattered and the brush drawn briskly back and forth over the wire. In card No. 111 is shown the common plug letter. It is perhaps used more than any other style and is easier airbrushed than roman letters.

In card No. 112 is shown a plain black and white card now by means of the airbrush it is possible after the card is lettered to throw a delicate flat tint over the whole card—say a green tint, then by saving the outer part of the card from which the mask was cut spray





a delicate black spray against the inside. Then cut the letter "S" in with white as shown in 113.

You can take nearly any card that is lettered and spray tints over the lettering and scarcely notice a change in the tone of the letters; white lettering alone excepted and provided also transparent *not* opaque color is used. The advent of window trimming schools raised the quality of window display a thousand fold around the country. Now if every man who has an air brush will sit down and write a letter to the editor stating where he has trouble or where we can be of help to him it will be appreciated. Last but not least let every man who owns a brush resolve to buckle down and try to better the quality of his work and charge for it accordingly. I've not traveled a great deal, but taking card for card I saw better air brush work in the city of Toronto, Canada last summer than I've seen here. Good work demands a price in keeping with quality. Out on the Pacific coast there are good air brush workers. The air brush is (no matter what opinion you have formed from work you have seen) a splendid tool and the owner of one in a small or medium sized city can make the cost of it in two or three months at the longest. He can also get the better prices for his work than can be had in the big cities.

Next month stencils and stencil cutting will be taken up.

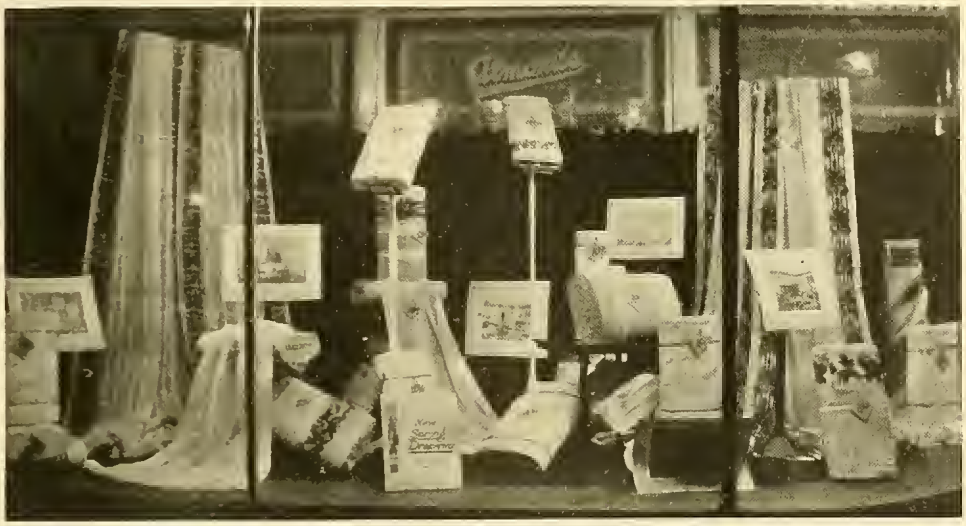


Plate No. 7185. A Drapery Display by O. F. Ballou for the C. H. Almond Dry Goods Co., Lynchburg, Va.

In this display two patterns were draped over high T-stands, and all of the others were shown in bolts, some of the latter being opened out a little so the patterns might be seen. Two bolts were shown on high stands in the middle of the window. In various positions about the window were some half dozen colored pictures showing draperies in rooms.

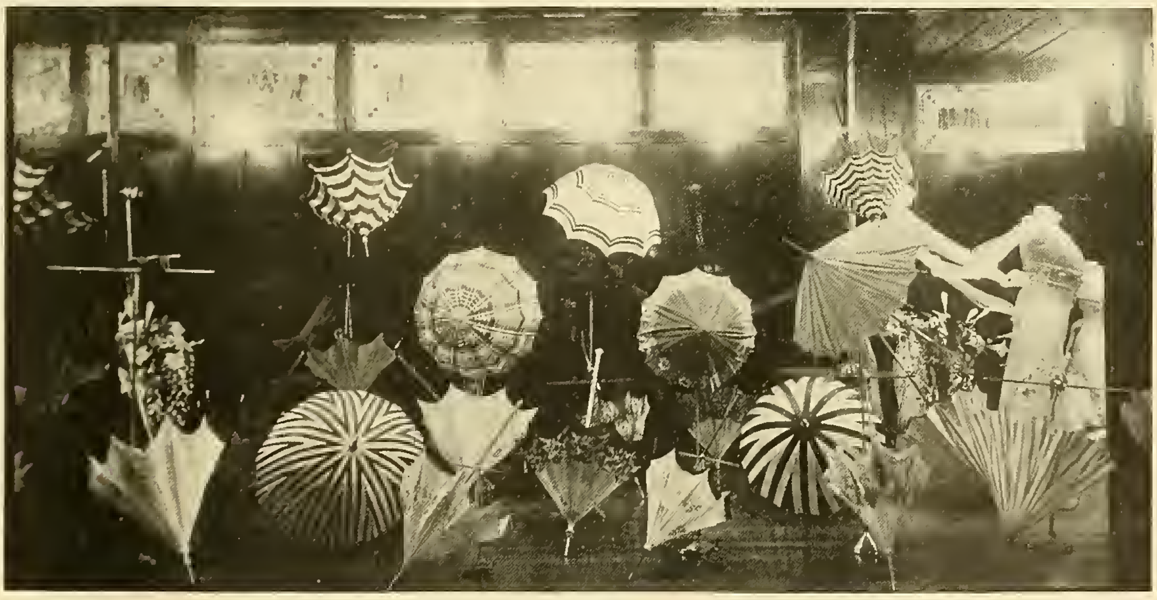


Plate No. 7186. A Parasol Display by J. E. Winner for the White House, El Paso, Tex.

This window requires little description as the details are all quite evident, with the exception of a ribbon draping which cannot be seen distinctly in the picture. Wide, bright red satin ribbon was knotted irregularly and draped carelessly from stand to stand. The parasols were placed so the colors harmonized

A MEN'S WEAR BACKGROUND

SUGGESTION FOR AN INEXPENSIVE AND APPROPRIATE SETTING FOR SPRING DISPLAYS--WOODWORK OF COMPOSITION BOARD AND MOULDINGS—IMITATION STONE FINISH

Arthur Wm. Merry

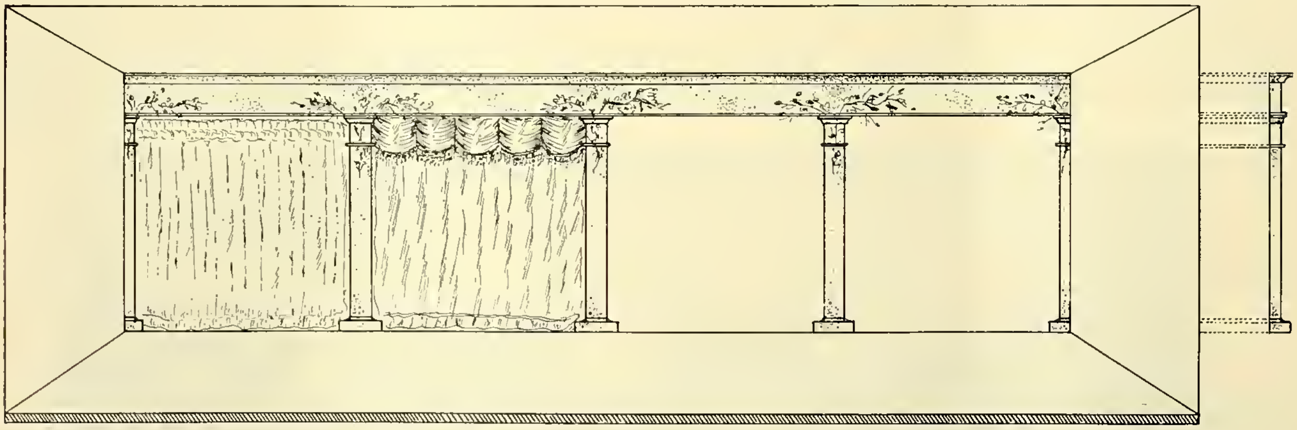
With the Braman Clothing Co., Denver

THE accompanying sketch is a spring background design especially well adapted for the windows of an exclusive men's clothing and furnishings store. Since so few articles are published on this phase of window decoration this may prove of some value.

The windows of the modern men's store are usually very small and require much different treatment from the large department store windows. Today you will find most of the up-to-date clothing stores have their windows built in long stretches some 6 feet, 6 inches high, 5 feet deep and divided into compartments of probably 6 feet in width.

This arrangement has proven beyond doubt to be the most practical in every way. It permits showing many lines of merchandise at the same time, allowing a complete color scheme to be carried out in each section. Another advantage is that any section may be taken out and retrimmed in a few minutes, making it possible to tell which window is "working."

The backgrounds are usually finshed in some dark wood such as mahogany, while this makes an excellent setting for furnishing goods, there is so little "life" and color to men's clothing that the windows are almost "dead" during daylight, especially if the store is located in a dark downtown business district. They show to advantage only at night under artificial lighting.

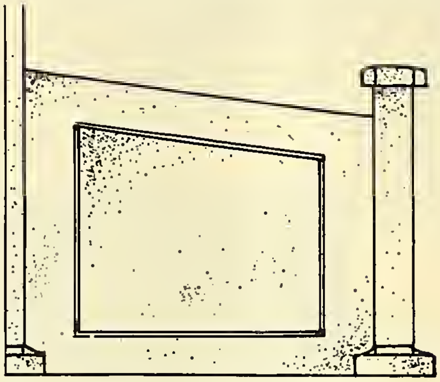


A SETTING FOR MEN'S WEAR, DRAWN BY ARTHUR WM. MERRY.

Trimmers who are troubled in this way and are looking for a remedy will find an excellent suggestion in this sketch of a temporary background for Spring. It is designed for a window 24 feet long, 6½ feet high, 5 feet deep, divided into four 6 foot sections, although with a few minor changes it can be adapted to most any style of window.

The element of expense enters largely into the construction of a background. The cornice and pilasters can be constructed of any one of the various excellent composition boards that are on the market, at a minimum of expense. A simple moulding can be bought very cheaply.

A stone finish produced by first painting the surface white and then sprinkling with painters sand, would be good. Few color finishes are appropriate. Gaudy colors only serve to detract from the merchandise which would defeat our intended purpose. The idea is to present the merchandise on display in a more desirable way.



SUGGESTION FOR A DIVIDER.

As there must be free access to each compartment from the back a curtain is hung between each pair of pilasters. Two ideas are suggested, one a plain curtain hung from a brass rod, the other a double curtain effect. A steel blue-grey velour curtain would harmonize better than anything else the stone finish. This is a neutral color and will not clash with any color scheme you may place in front of it. One naturally thinks of green for Spring, but a steel blue-grey velour will be found much more satisfactory as it naturally throws the light enough to show either clothing or furnishings to good advantage. It is an ideal backing for this class of trimming and yet it is seldom used. Just a dash of foliage is used at top of each pilaster to suggest the Spring season.

Whatever decorations are used must be used sparingly and with a great deal of judgment. Remember to have everything in keeping with the quiet elegance suggested by men's clothing.

Any trimmer familiar with the use of a few carpenter's tools can do all the work necessary as it is perfectly simple. The cornice and pilasters should be constructed and finished separately in his workshop, so they can be set up in the window in a very short time. The cost of the background described should not be over $12.50 per 6 foot section. It is possible to cut this cost in half if one wishes to use some other cheaper fabric for the curtain. There are many suitable fabrics one can get such as poplin, cotton velour, etc. An idea for a divider finished in the same stone effect is suggested.

* *

MANDEL BROTHERS of Chicago are seeking to build up their mail order business and, with that end in view, they offer a bonus to any employe who will furnish names of new mail customers. Salespeople and others are requested to hand in the names of friends who are likely to be interested in the Mandel catalogue and if any of such become customers, they are paid for at the rate of 25 cents each.

Saks & Company's Advertising

SAKS & COMPANY of New York use large space in the papers to advertise their general stocks of women's wear but the men's wear is generally given a small space in a different part of the paper. During the past year or so, the men's ads have been run in series having the same general style and character from day to day. Last month they started a new series which was introduced by the following somewhat confident announcement:

We Will Get You Yet!!!

This is the first of a new series of single column advertisements to be published in this paper daily or thereabout on the subject of Saks clothes.

We shall make these advertisements as brief as we can, and we should like every man to read them, particularly you.

The burden of these advertisements will be the superior merit of Saks clothes, which is really not a burden but a boon.

Incidentally, we shall from time to time comment impersonally upon what is new or novel in men's styles.

We do not expect to convert you with a single advertisement any more than you would expect to woo and win a girl in one visit.

Reform must be accomplished slowly, and the best wives in the world took a lot of getting.

But whether it takes ten days or a twelvemonth to convert you, you may make up your mind to one thing—

We will get you yet!!

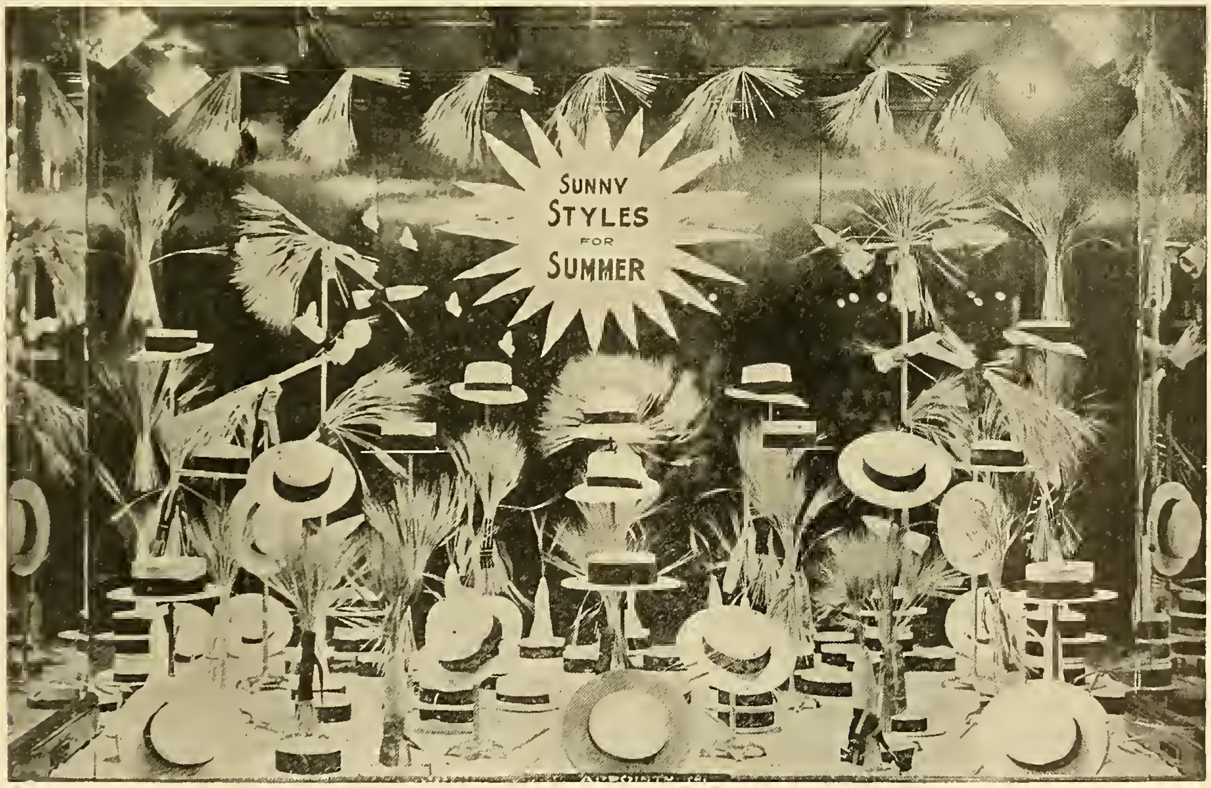


Plate No. 7187. A Straw Hat Display by E. Provost for Holt, Renfrew & Co., Montreal.

In this window the only decoration consisted of small sheaves of fine Italian wheat, some of which were tied up with fancy colored hatbands. The window sign was in the shape of a large sun with divergent rays. This proved to be a very satisfactory display. It sold many hats.

NOTES FROM NEW YORK

WANAMAKER'S BRIDAL PARTY ATTRACTS MUCH ATTENTION—ORIENTAL ROTUNDA DECORATION—FASHION PROMENADE AT GIMBEL'S—ROTHENBURG & CO. ACQUIRED BY HENRY SIEGEL

F. F. Purdy

THE Wanamaker bride, bridal party and special guests, stirred up matters in several departments of the store early last month. Part of the time they were at the French shops in the Stewart building, and much of the time in the House Palatial, which was the bride's real headquarters. She and her party held court in the salon and displayed by their elegant costuming some very charming wedding finery. The party were in the dining room in appropriate gowns for dinner at certain times. Orange blossoms and roses were prominent in the general pink and white effect. Some of the party were in morning attire in the breakfast room, and in various appropriate ways this bridal party transformed the House Palatial for the nonce into a showroom for women's gowns and accessories as well as fine period furnishings. The bedrooms were used for the display of lingerie. The public was appreciative and was continually crowding about the "wedding party," in which were some exceptionally fine looking young women.

WANAMAKER'S INTERIOR DECORATIONS

There was a handsome and unsual decoration of the Wanamaker rotunda last month, of oriental style, to mark the opening of the stocks of Japanese and China silks, etc. Large oriental blue and old rose satin hangings were conspicuous, stenciled in appropriate patterns, emblematic of Japan. Between these hangings were decorated basket trays of diminishing size strung together and hung from each floor. The central feature, hanging from middle of ceiling, was a lantern of antique brass twelve feet in diameter, sides covered with yellow silk, with Japanese design showing through in silhouette effect. Just beneath the ledge over the main floor was a frieze of Chinese dragons executed in different colors of bronze by W. F. Larkin, artist, who planned the artistic decoration of the whole rotunda and also painted the screens that lined the ledge above the frieze, some in oriental patterns, and others in poster effect, after the style of Dulac. A most novel addition was a large black satin panel at the top of the landing from main floor, which was ornamented in relief by Mr. Larkin in various colors of bronzes, making it most effective. A great stone Sphinx guards the entrance to the rotunda from the main floor, at each side, and the whole display is the most striking and noble of the kind that we have ever seen at Wanamaker's.

Mr. Buswell, decorator at Forsyth's, showed some very attractive windows recently, one of spring dresses, waists and millinery. The dresses were shown on Tee stands and allowed to fall soft-looking on the floor. The waists were on figures, and the whole display was carried out in Copenhagen blue. The comment by a number is to the effect that the idea of the Tee stand display is accepted as an entirely correct and admirable idea for the purpose intended.

MACY'S AND GIMBEL'S

There was the usual exhibition of spring gowns on living models last month at Macy's and Gimbel's. At Gimbel's the promenade was laid out from the rear of the auditorium through the dining room, as last year, with accessories and decorations exceeding those of either of the previous exhibits, the painter as well as decorator lending his aid. This event was carried out on a broader scale at Macy's, this time on the eighth floor, the promenade running in a line of beauty curve from one side of the dining room to the other; the walk was elevated, and the models emerged at regular intervals from a marvelous floral bungalow on the south side. These shows surely caught the crowd, who often were occupying all the chairs a half hour before the procession of the gowns began.

ROTHENBURG & CO., CHARGE

The most important recent change here has been the acquisition of the business and stock of Rothenburg & Co. by Henry Siegel's Fourteenth Street Store. The Rothenburg stock will, in the not distant future, be placed in the Fourteenth Street Store, and the entire business done there. Mr. Price, head of the Rothenburg business, is understood to have acquired substantial holdings of the stock of the Fourteenth Street Store, of which he will be the ultimate head, Mr. Solomon retaining his oversight of the merchandizing. Mr. Price's interests are large, however, among them being the Price & Rosenbaum store, Brooklyn. The buyers of the Fourteenth Street Store are under contract, and Mr. Siegel is said to have assured them that they would be taken care of. Doubtless this is also true of the Rothenburg heads of departments, for the management will be likely to retain good men. Mr. Werthman has been in charge of the windows there for nearly twelve years and done good work. Mr. Brandt has been with the Fourteenth Street Store for eight or ten years, and done exceptional work for a store of the kind. His Easter windows were put in on March 12, and made a strong showing. There were many large ovals bearing the words, "Easter Greeting," and surrounded by white crepe paper, this border including incandescent lights that had been dipped in a purple coloring, and they shone through the outside crepe paper in an attractive tint. There was a great deal of lattice work, painted white, with clematis vine with white and heliotrope flowers twining round.

The effect of the ultimate closing of the Rothenburg store will be the diminishing of the department store facilities on Fourteenth Street to about match the somewhat decreased business that comes to that thoroughfare now. The business men of the territory bounded by Fourteenth and Twenty-third street and Fourth and Seventh avenue, headed by Clarkson Cowl, of Hearn's, are making herculean efforts to install improvements that will maintain if not extend the interest in this important commercial region. But the final results remain to be seen. The trend uptown is unmistakable, and the only question is, what is the limit, for there must be a limit, as Manhattan Island is not built on India rubber. Certainly the situation is such that the merchants on Fourteenth Street have need to conserve all their influence and pursue an aggressive policy. The taking over of the Rothenburg business is looked upon by many as a mute commentary on the conditions now confronting Fourteenth Street.

MOVEMENTS OF DECORATORS

Alfred Schlesinger, who has been doing special work in window trimming and show card service, is now looking after the windows of the J. L. Kesner Co., in place of Felix I. Boldt. Schlesinger is a veteran, and says he jumped right into the windows from the point of vantage of a cash boy, and began to trim windows and write show cards. This was in Jersey City. He afterward went to Lichtenstein's, in Grant street, before window trimming was systematized at all. Then there were four trimmers, working independently, with a cash boy or so to help. They trimmed from the ceiling down, and from sides, and the bottom was of little account. The stands were exceedingly rare, and a great luxury. The trimmers of those days needed their own saws, hammers, chisels, etc., and they worked under difficulties evidently that would put the modern trimmer into a home for the feeble minded. Schlesinger has been chief decorator for Hearn, Bloomingdale and Macy; Mandel Brothers, of Chicago (twenty years ago); Kann, of Washington, and the Emporium, of San Francisco. Hence it may well be admitted that he knows something of the game. And he has not a gray hair in his head.

Al. Manee, at the O'Neill-Adams Co., is figuring on a fine mahogany background, although full particulars are lacking. He lately had a young Riviera in one big window, with background of a white pergola, on the grass of which women were promenading in new costumes, while leading up to the pergola was a wide stretch of windows put in by William F. Reid for the toward the front, with costumes on fine figures, one sitting in a summer chair, and accompaniments of rustic lattice work, stone urns for flowers, etc., not forgetting the wisteria climbing over the pergola. Mr. Manee has a new assistant, Mr. Irwin, coming from Gimbel's, who was previously with the Greenhut-Siegel-Cooper Co.

A few days after we learn of the remarkably fine stretch of windows put in by William F. Ried for the opening of the store of Cohen Brothers, Jacksonville, Fla., word comes that he has accepted the post of decorator for the great Famous-Barr Co. store in St. Louis, for the open—of which he is at this writing bending his efforts. This we understand, is a twenty-story building, of which the Famous-Barr people will occupy the lower twelve stories, the eight upper floors being reserved for offices. The large ground area, with twelve floors, will give this house an enormous floor space, and make it one of the most notable establishments of the kind in the country. Those who recall the work of Mr. Ried at the time of the opening of the Greenhut store on Sixth avenue will not need to be assured that the opening windows of the Famous-Barr Co. will be worthy of its commercial importance.

The windows of Cohen Brothers, to which allusion was made, featured the styles and colors affected by the famous Marquise de Pompadour, and the beautiful booklet of the "first annual spring opening" announced the "showing of original themes designed by our own artist and demonstrated in appropriate colors in our magnificent show windows." The Cohen store has twenty-four show windows, twelve on Laura street and twelve on Hogan street. A separate color scheme dominated each window, with windows 1 and 2 carmine; 3, raw sienna; 4, sap green; 5, Indian red; 6, 7, 14 and 15, chrome yellow; 8, cobalt blue; 9, rose madder; 10, Indian yellow; 11 and 12, violet; 16, Prussian blue; 17, vermillion; 18, ivory black; 19 and 20, emerald green; 21, mauve; 22, Vandyke brown; 23, scarlet lake; 24 and 25, Hooker's green. The photographs of the windows that have been seen here showed a beautiful and classic arrangement, with a characteristic portrait of Madame de Pampadour in a half dozen of the most prominent windows. It is explained that from the day Madame de Pompadour was installed in Versailles till her death in 1764, her influence was paramount in all matters, from dress to dinner parties, and from politics to porcelain. Jacksonville is the gateway to Florida and is growing immensely in importance, and it will be news to not a few that it boasts of such a modern and high class establishment as that of Cohen Brothers.

FINE WORK BY MR. KATZ

Abraham & Straus had a somewhat different kind of a show of gowns on living models. It was on the second floor, right in the midst of the cloak and suit department, where the visitors could immediately inspect the merchandise in which they were interested, after they had viewed the parade of the models. There were some half dozen "gateways" to the sides of the promenade from which the parade could be seen. All there was of the promenade was a white crash covering running from front to rear of the department, while there were sixty white uniformed porters, with white suits and gloves and peaked hats, acting as special "police" and escorts, and who in themselves acted as a sort of guard rail. The scene was of course appropriately decorated. The beauty of the arrangement was that as soon as the parade was finished, without further ado business was resumed all over the department, including the space previously devoted to the show. The affair continued for three days only, during the second week of March.

Four new show windows are being put into the A. & S. store on the Livingston street front, occupying some 150 running feet. Nothing but the finest merchandise will be shown here, for the carriage and automobile trade of this house has grown rapidly, and this entrance is on Livingston street. Mr. Katz, the A. & S. decorator, it is understood, is to make a trip West the latter part of the month, to include Chicago, and the Western decorators will have an opportunity to compare notes with him. He is one of the classiest of the East.

Decorator Larson and Assistant Foote did an unusual piece of work at remarkably low cost at Price & Rosenbaum's, Broadway, Brooklyn, in their pre-easter windows—cost of the whole window, $50 or less. The frieze of the background, a beautiful running marine painting, used a year ago and put into commission again, is not included in the cost. The big center window is 100 feet long—the corner window some 35 feet on Broadway; the other window approximately the same. Beneath the frieze, the background mirrors are surrounded with broad bands of birch, with apparently a broad birch beam running below the frieze the whole stretch, and many pillars of birch from frieze to floor hiding all the mahogany background. In fact, the back was frieze, mirror and birch only. The big window contained gowns, gloves, millinery and a variety of merchandise, all in separate displays, including jewelry, in a fixture eight feet wide, with steps, round and square, and covered in champagne colored felt, the hue of the fixtures on which the jewelry was shown. A big bunch of red roses painted up this unusually fine showing of jewelry. In the corner window was a rounded white pergola, with wisteria vines, palms, etc., with milady sitting within, and illumination through incandescents with colored shades. The entire setting of this beautiful stretch was built on the premises—and the windows brought the business.

* *

THERE will always be a certain percentage of chronic bargain hunters among the patrons of every store, and these make so much noise that the merchant sometimes gets the impression that everyone is a confirmed hunter of bargains. As a matter of fact, however, most people would rather shop comfortably, in a leisurely manner where they know they will get their money's worth, than to be jostled at a bargain counter to save a few pennies. A reputation for bargains will draw a certain amount of business, but good service and dependable goods will prove more profitable in the long run.

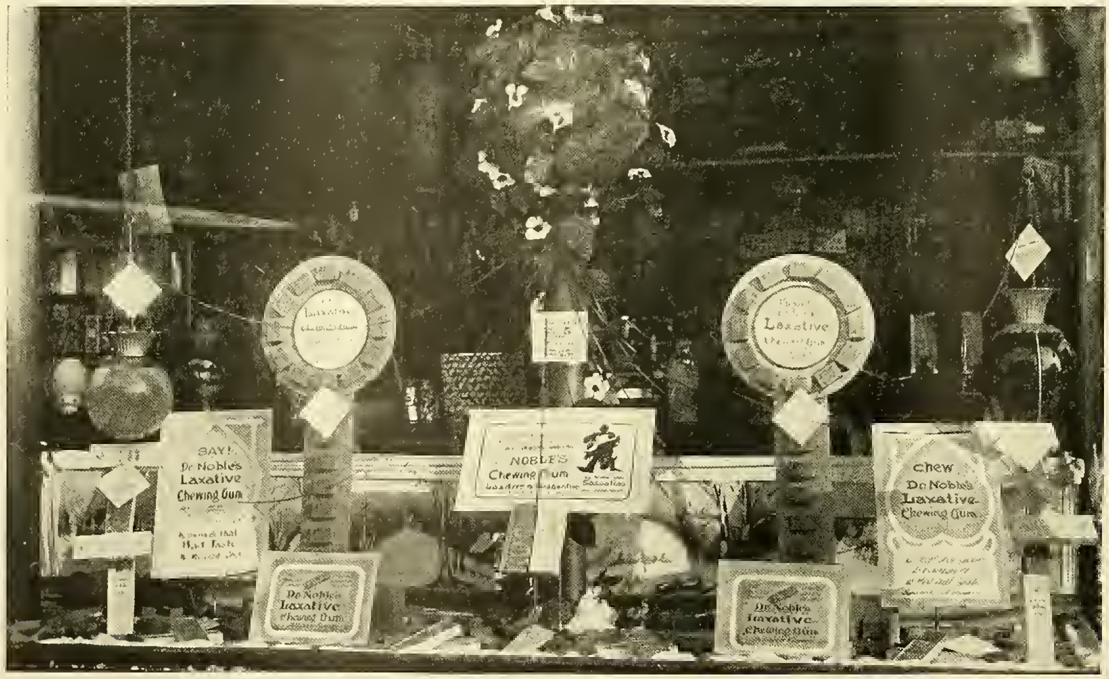


Plate No. 7188. A Chewing Gum Window by R. G. Noble, Chicago.

There are still many stores that have no window backgrounds, and these make difficult subjects for the window dresser. In this case, the decorator has made his display stand out prominently, although there is no back.

GET A RECEIPT
CASH
0.50
National
A
B
D
E
H
K

Who Has the Best Day's Record

WHEN clerks become interested in knowing who has sold the most goods, you have furnished the best incentive for increased sales.

In addition to safeguarding every transaction, the National Cash Register gives a complete record of the work of each clerk. He knows that he positively receives credit for all the work he does.

This encourages industry, honesty, carefulness and cultivates a friendly rivalry to sell more goods and increase your trade.

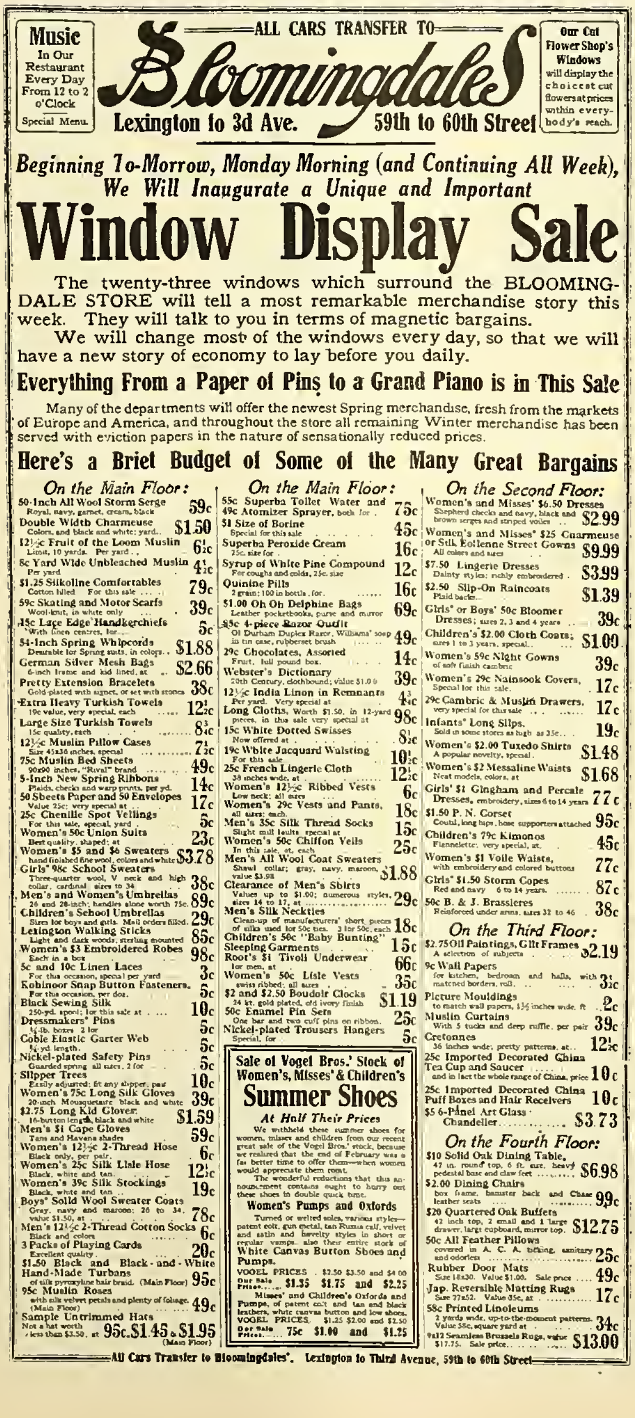
Investigate what a National Cash Register built for your size of store will do.

The National Cash Register Company
Dayton, Ohio

A Window Display Sale

BEGINNING February 24 and continuing all the week, Bloomingdale Brothers, of New York, had a unique sale that met with unqualified success. New ideas in sales are rare. Here is one that is worth knowing about.

Wednesday night, February 19, Herman Dultz and his assistants took out all the goods in the 23 Bloomingdale windows and replaced the merchandise with special offerings from the various departments—mainly medium class merchandise of special value, which were on display at prices ticketed on goods in windows for the remainder of the week, but not to go into effect until Monday, the 24th. Thus there were four days for the passing crowd to look and absorb the offerings, and but two shopping days, Thursday and Friday, the 20th and 21st. There were yellow cards everywhere, printed in black, window cards and tickets, and big cards inside the store and in the elevators, reading "Our wonderful window display sale now going on."



Music In Our Restaurant Every Day From 12 to 2 o'Clock Special Menu.

ALL CARS TRANSFER TO

Bloomingdales

Lexington to 3d Ave. 59th to 60th Street

Our Cut Flower Shop's Windows will display the choicest cut flowers at prices within everybody's reach.

Beginning To-Morrow, Monday Morning (and Continuing All Week), We Will Inaugurate a Unique and Important

Window Display Sale

The twenty-three windows which surround the BLOOMINGDALE STORE will tell a most remarkable merchandise story this week. They will talk to you in terms of magnetic bargains.

We will change most of the windows every day, so that we will have a new story of economy to lay before you daily.

Everything From a Paper of Pins to a Grand Piano is in This Sale

Many of the departments will offer the newest Spring merchandise, fresh from the markets of Europe and America, and throughout the store all remaining Winter merchandise has been served with eviction papers in the nature of sensationally reduced prices.

Here's a Brief Budget of Some of the Many Great Bargains

On the Main Floor:

50-Inch All Wool Storm Serge Royal, navy, garnet, cream, black	59c
Double Width Charmeuse Colors, and black and white: yard..	$1.50
12½c Fruit of the Loom Muslin Limit, 10 yards. Per yard . .	6½c
8c Yard Wide Unbleached Muslin Per yard	4½c
$1.25 Silkoline Comfortables Cotton filled For this sale	79c
59c Skating and Motor Scarfs Wool-knit, in white only . . .	39c
15c Lace Edge Handkerchiefs With linen centres, for. . .	5c
54-Inch Spring Whipcords Desirable for Spring suits, in colors . .	$1.88
German Silver Mesh Bags 6-inch frame and kid lined, at . .	$2.66
Pretty Extension Bracelets Gold-plated with signet, or set with stones	38c
Extra Heavy Turkish Towels 19c value, very special, each	12½c
Large Size Turkish Towels 15c quality, each	8¾c
12½c Muslin Pillow Cases Size 45x36 inches, special	7½c
75c Muslin Bed Sheets 90x90 inches, "Rival" brand	49c
5-Inch New Spring Ribbons Plaids, checks and warp prints, per yd.	14c
50 Sheets Paper and 50 Envelopes Value 25c: very special at . .	17c
25c Chenille Spot Veilings For this sale, special, yard .	5c
Women's 50c Union Suits Best quality, shaped: at . . .	23c
Women's $5 and $6 Sweaters hand finished fine wool, colors and white	$3.78
Girls' 98c School Sweaters Three-quarter wool, V neck and high collar, cardinal sizes to 34 . .	38c
Men's and Women's Umbrellas 26 and 28-inch; handles alone worth 75c.	89c
Children's School Umbrellas Sizes for boys and girls. Mail orders filled.	29c
Lexington Walking Sticks Light and dark woods, sterling mounted	85c
Women's $3 Embroidered Robes Each in a box . .	98c
5c and 10c Linen Laces For this occasion, special per yard	3c
Kohinoor Snap Button Fasteners. For this occasion, per doz.	5c
Black Sewing Silk 250-yd. spool; for this sale at	10c
Dressmakers' Pins ¼-lb. boxes 2 for	5c
Coble Elastic Garter Web ¾-yd. length.	5c
Nickel-plated Safety Pins Guarded spring all sizes, 2 for . .	5c
Slipper Trees Easily adjusted; fit any slipper, pair	10c
Women's 75c Long Silk Gloves 20-inch Mousquetaire black and white	39c
$2.75 Long Kid Gloves 16-button length, black and white	$1.59
Men's $1 Cape Gloves Tans and Havana shades	59c
Women's 12½c 2-Thread Hose Black only, per pair.	6c
Women's 25c Silk Lisle Hose Black, white and tan.	12½c
Women's 39c Silk Stockings Black, white and tan . .	19c
Boys' Solid Wool Sweater Coats Gray, navy and maroon: 26 to 34, value $1.50, at	78c
Men's 12½c 2-Thread Cotton Socks Black and colors	6c
3 Packs of Playing Cards Excellent quality.	20c
$1.50 Black and Black-and-White Hand-Made Turbans of silk pyroxyline hair braid. (Main Floor)	95c
95c Muslin Roses with silk velvet petals and plenty of foliage. (Main Floor)	49c
Sample Untrimmed Hats Not a hat worth less than $3.50, at	95c, $1.45 & $1.95 (Main Floor)

On the Main Floor:

55c Superba Toilet Water and 49c Atomizer Sprayer, both for .	75c
$1 Size of Borine Special for this sale	45c
Superba Peroxide Cream 25c. size for	16c
Syrup of White Pine Compound For coughs and colds, 25c. size	12c
Quinine Pills 2 grain: 100 in bottle, for.	16c
$1.00 Oh Oh Delphine Bags Leather pocketbooks, purse and mirror	69c
85c 4-piece Razor Outfit Ol Durham Duplex Razor, Williams' soap in tin case, rubberset brush	49c
29c Chocolates, Assorted Fruit, full pound box.	14c
Webster's Dictionary 20th Century, clothbound; value $1.00	39c
12½c India Linon in Remnants Per yard. Very special at .	4¾c
Long Cloths, Worth $1.50, in 12-yard pieces, in this sale very special at	98c
15c White Dotted Swisses Now offered at	8½c
19c White Jacquard Waisting For this sale . .	10½c
25c French Lingerie Cloth 38 inches wide, at	12½c
Women's 12½c Ribbed Vests Low neck: all sizes	6c
Women's 29c Vests and Pants, all sizes; each.	18c
Men's 35c Silk Thread Socks Slight mill faults special at	15c
Women's 50c Chiffon Veils In this sale, at, each	25c
Men's All Wool Coat Sweaters Shawl collar; gray, navy, maroon, value $3.98	$1.88
Clearance of Men's Shirts Values up to $1.00; numerous styles, sizes 14 to 17, at	29c
Men's Silk Neckties Clean-up of manufacturers' short pieces of silks used for 50c ties. 3 for 50c, each	18c
Children's 50c "Baby Bunting" Sleeping Garments	15c
Root's $1 Tivoli Underwear for men, at . .	66c
Women's 50c Lisle Vests swiss ribbed; all sizes . . .	35c
$2 and $2.50 Boudoir Clocks 24 kt. gold plated, old ivory finish	$1.19
50c Enamel Pin Sets One bar and two cuff pins on ribbon.	25c
Nickel-plated Trousers Hangers Special, for	5c

Sale of Vogel Bros.' Stock of Women's, Misses' & Children's

Summer Shoes

At Half Their Prices

We withheld these summer shoes for women, misses and children from our recent great sale of the Vogel Bros.' stock, because we realized that the end of February was a far better time to offer them—when women would appreciate them most.

The wonderful reductions that this announcement contains ought to hurry out these shoes in double quick time.

Women's Pumps and Oxfords

Turned or welted soles, various styles—patent colt, gun metal, tan Russia calf, velvet and satin and novelty styles in short or regular vamps. also their entire stock of White Canvas Button Shoes and Pumps.

VOGEL PRICES . $2.50 $3.50 and $4.00

Our Sale Prices. . . . . $1.35 $1.75 and $2.25

Misses' and Children's Oxfords and Pumps, of patent colt and tan and black leathers, white canvas button and low shoes.

VOGEL PRICES. $1.25 $2.00 and $2.50

Our Sale Prices. . . . . 75c $1.00 and $1.25

On the Second Floor:

Women's and Misses' $6.50 Dresses Shepherd checks and navy, black and brown serges and striped voiles . .	$2.99
Women's and Misses' $25 Charmeuse or Silk Eolienne Street Gowns All colors and sizes . .	$9.99
$7.50 Lingerie Dresses Dainty styles; richly embroidered .	$3.99
$2.50 Slip-On Raincoats Plaid backs. .	$1.39
Girls' or Boys' 50c Bloomer Dresses; sizes 2, 3 and 4 years . .	39c
Children's $2.00 Cloth Coats; sizes 1 to 3 years, special.	$1.00
Women's 59c Night Gowns of soft finish cambric	39c
Women's 29c Nainsook Covers, Special for this sale.	17c
29c Cambric & Muslin Drawers, very special for this sale	17c
Infants' Long Slips. Sold in some stores as high as 35c. . .	19c
Women's $2.00 Tuxedo Shirts A popular novelty, special.	$1.48
Women's $2 Messaline Waists Neat models, colors, at	$1.68
Girls' $1 Gingham and Percale Dresses, embroidery, sizes 6 to 14 years	77c
$1.50 P. N. Corset Coutil, long hips, hose supporters attached	95c
Children's 79c Kimonos Flannelette; very special, at. .	45c
Women's $1 Voile Waists, with embroidery and colored buttons	77c
Girls' $1.50 Storm Capes Red and navy 6 to 14 years.	87c
50c B. & J. Brassieres Reinforced under arms, sizes 32 to 46 .	38c

On the Third Floor:

$2.75 Oil Paintings, Gilt Frames A selection of subjects . . .	$2.19
9c Wall Papers for kitchen, bedroom and halls, with matched borders, roll.	3½c
Picture Mouldings to match wall papers, 1½ inches wide, ft . .	2c
Muslin Curtains With 5 tucks and deep ruffle, per pair	39c
Cretonnes 36 inches wide; pretty patterns, at. .	12½c
25c Imported Decorated China Tea Cup and Saucer . . . . . and in fact the whole range of China, price	10c
25c Imported Decorated China Puff Boxes and Hair Receivers	10c
$5 6-Panel Art Glass Chandelier.	$3.73

On the Fourth Floor:

$10 Solid Oak Dining Table, 47 in. round top, 6 ft. ext. heavy pedestal base and claw feet	$6.98
$2.00 Dining Chairs box frame, banister back and Chase leather seats	99c
$20 Quartered Oak Buffets 42 inch top, 2 small and 1 large drawer, large cupboard, mirror top.	$12.75
50c All Feather Pillows covered in A. C. A. ticking, sanitary and odorless	25c
Rubber Door Mats Size 18x30. Value $1.00. Sale price	49c
Jap. Reversible Matting Rugs Size 27x52. Value 35c, at	17c
58c Printed Linoleums 2 yards wide, up-to-the-moment patterns. Value 58c, square yard at	34c
9x12 Seamless Brussels Rugs, value $17.75. Sale price.	$13.00

All Cars Transfer to Bloomingdales'. Lexington to Third Avenue, 59th to 60th Street

Now as to the advertising of the sale: First, it should be said that only half the usual large Bloomingdale newspaper space was used, on the theory that this sale had had all the windows—a tremendous ad in itself, and one unrivalled in effectiveness. But for several days previous an announcement of the sale had gone into every one of the thousands of packages of merchandise that had been delivered to Bloomingdale customers. This, by the way, is a means of advertising that should not be lost sight of, especially for big events.

The advertising brought the crowds, and Philip Wolf, advertising manager, tells us that the Monday crowd rivalled that of Christmas eve. Through the whole week business was fine. This was largely because the values were there, and they had been strongly advertised. To get the buyers all keyed up to do their best the committee, composed of Mr. Wolf, ad man, Mr. Dultz, window decorator, and one of the buyers, held what is termed at Bloomingdale's an "unbossed meeting," the firm being stated to have given the buyers and committee carte blanch in the matter to go ahead. The buyers were appealed to to put forth their best efforts for a sale held in what is usually one of the most unproductive weeks of the year.

There was an excitement in the windows very rare. There was a constant change going on at times when shopping was not interfered with and Herman Dultz had three extra men on for the purpose. The 23 windows were changed on the average every two days. Advertising manager Wolf says that decorator Dultz did himself proud and carried out his end of the work admirably.

This sale was one of the most successful in the history of the store, and exceeded the expectations of every one. During the sale a meeting was held to consider the supply of merchandise, at which the idea was discussed of establishing the "Window Display Sale" as a regular feature. It was considered so valuable that we are told that steps were taken, first to copyright the name, and then to have an event of the kind twice a year, often enough to keep it in the minds of the people, and not so often as to wear it out.

"It might be thought that the complete occupation of the windows for two business days prior to the sale by merchandise not to be specially sold until the next week might have militated against sales for those two days," said Advertiser Wolf. "But such was not the case. It is interesting to note that our sales for Thursday and Friday, the 20th and 21st, exceeded those for the corresponding days of 1912."

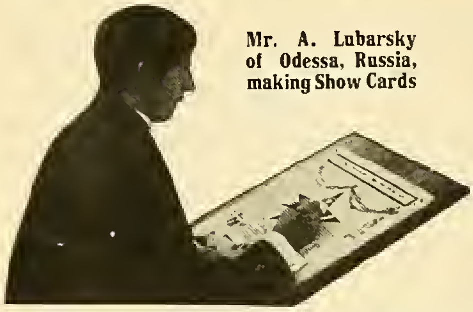
From Over the Sea

Over a dozen other students from all parts of the world attended the Koester School last year.

If these boys can afford to travel from 4000 to 15000 miles in order to get the best education on Window Trimming, Advertising and Card Writing.

You Surely can afford to Attend The Koester School

because you only have to travel a few miles to reach it. But remember this — you can afford to travel any distance in order to get the **Best Instruction in the Best School.**



Mr. A. Lubarsky of Odessa, Russia, making Show Cards

Germany
Austria
Hungary
Roumania
Bulgaria
Odessa
Russia

A WINDOW TRIMMER FROM RUSSIA

Mr. A. Lubarsky came to America from Odessa, a large seaport town on the Black Sea. He gained his first experience in a store on Deribisovskoi, a street similar to State Street in Chicago.

An interesting incident happened shortly after reaching this country. Mr. Lubarsky admired the work of one of the other trimmers in town, and was told, "O, he is a Koester man." This was all Greek to him until he inquired and found out that it meant that this trimmer had studied at the Koester school. Mr. Lubarsky's next step was to attend the school, and on his graduation was placed by the school with the Ashton Dry Goods Co., of Rockford, Ill.

Next he accepted a position on the window trimming staff of Carson, Pirie, Scott & Co. of Chicago.

This record of success is the record of what The Koester School has done for thousands of other boys. It can do the same for you.

Here is what he says:

THE KOESTER SCHOOL

Dear Sirs:—After reaching this country from Russia I had an interview with Mr. Graham, the trimmer for the Denver Dry Goods Co., and through his recommendation I attended your school.

I bless the day that I entered the school, because I not only learned the science of window trimming and card writing, but I also gained that feeling of self reliance so necessary to one in a strange country.

The fact that I am trimming at Carson, Pirie, Scott & Co. of Chicago, shows that my course at The Koester School was the best move I ever made. Yours very truly,

A. LUBARSKY

Best glimpse of the new fall styles
Fall & Winter Styles
For Economy in Buying here
Spring Ties 1.00
cat
dog
1 2 3 4 5 6 7 10
Get my school ... at Ashtons
kat
Teecher
2X4=
10+10=21
Teech

Show Cards and Show Window by M. A. Lubarsky made after leaving The Koester School

FASHION DOLL DRAPING

The Very Latest Window Idea for 1913

Of course originated at the Koester School, where practically every new window trimming idea in the past nine years has been originated or introduced.

No Window Trimmer's education is complete until he attends the Koester School.

We are the greatest single Interest devoted to Window Trimming as we operate the **Best School**, publish **Window Trimming Books** and a **Monthly Window Trimming Paper**.

USE THIS COUPON

THE KOESTER SCHOOL, 304-6-8 JACKS ON BOU
CHICAGO, ILL.

USE THIS COUPON

The Koester School,
304-6-8 Jackson Boul.,
Chicago, Ill.

Please send me full information on

- ☐ Window Trimming Classes
- ☐ Advertising Classes
- ☐ Card Writing Classes
- ☐ Monthly Window Trimming Paper
- ☐ Books on Window Trimming, Card Writing, etc.

Yours truly,

Name..

Town..

Store ....State...............

WHAT'S THE MATTER

A PLAIN TALK TO WINDOW DRESSERS IN WHICH ONE OF THEIR MEMBERS EXPRESSES SENTIMENTS THAT ARE DESERVING OF SERIOUS CONSIDERATION—SOME VERY POINTED REMARKS

Samuel Friedman

With J. Blach & Sons, Birmingham, Ala.

Editor's Note:—The writer of the following article is Sam'l Friedman, window dresser for J. Blach & Sons of Birmingham, Ala., one of the largest clothing stores in the south. He is also instructor of window publicity in the Birmingham Y. M. C. A. Mr. Friedman expresses some radical views as to the position of the window dresser in the commercial world, but he is himself a window dresser of long standing and has evidently given the subject of his article a good deal of thought and study based upon his personal observations. Happily the faults of which Mr. Friedman complains are far less common than they were a few years ago, and they are growing less common every year. Window trimmers, as a class, are today a businesslike and serious minded body of men. They take their work seriously and are as steady and dependable as any other class of store workers. However, as Mr. Friedman says, there are still a few members of the craft whose irresponsible actions tend to lower the standing of the entire fraternity. While comparatively few in number, their confirmed *Wanderlust* carries them over a great deal of territory, bringing them in contact with many merchants who are apt to pass judgment upon window dressers in general on account of the shortcomings of a few. Mr. Friedman states that he is in no sense an alarmist, but he contends that every window dresser should look matters squarely in the face and do what he can to improve conditions.

THIS seems to be rather a strange subject but window dressers to be successful must be original, therefore I choose this odd topic and will deal in a somewhat off-hand way with conditions which, I regret to say, are very real.

Did you ever stop and try to find out what kind of a reputation the window trimmer, as a general rule, bears? Have you attempted to learn what is the truthful opinion of the merchant regarding our craft? Why is it that the ad-man, in almost every case, is placed above the trimmer and why must the latter look to the former for orders?

Is it because the ad-man is more instrumental in putting money into the cash drawer, or because the ad man is creating more business than the window trimmer. Does the ad-man get better results with a smaller outlay of money than the man in the window? The answer to these questions is—NO!—a thousand times NO!

Every wide awake merchant admits that his windows are his strongest business pullers, in fact, the store's progressiveness is largely judged by his windows. Marshall Field in one of his talks admitted this, and we all know how important the window displays are to that establishment. This shows that the show windows are the best advertising mediums for the retailer, as they are growing to be for the wholesaler and manufacturer. Yet taking all this into consideration, merchants have less confidence in the window trimmer than in the ad-man.

We all know that to advertise means to spend large amounts of money, both for space and the preparation of copy. We also know what wonders we window men could do if we had just one third of the appropriation the ad-man receives. But with these facts staring us in the face, the ad-man is considered the better man in the retail establishment. This status of affairs has always puzzled me greatly and, just to satisfy myself, I determined to get the opinion of several merchants regarding the window trimmers they have employed.

Merchant No. 1 said: "My twenty years experience with window trimmers has not been very pleasant. It seems to me that the limit of time for a trimmer to occupy one position ranges from one month to two years—very seldom longer than that. I have found them to have a natural roaming spirit; they are sporty by nature and often are inclined to drink. To compare their steadiness and character with that of the ad-man is like comparing day and night."

Merchant No. 2 said: "Window dressers are a hard lot to get on with. They are eccentric, nervous, quick tempered and quit for the slightest reason. Knowing that they are in demand, they feel that they can easily get work all over the country and that gives them a roving spirit. I have had some good ones but they soon quit. As to the bad ones, well, they had to quit. So you see that my transactions with window men have not been especially profitable."

Merchant No. 3 said: "To me, window dressers appear stubborn, shiftless and headstrong. I certainly would like to say a good word for them, but you want the truth ——."

By this time I had enough, however, I took another tack and asked these merchants if they had ever found a window dresser who was lazy or a work dodger. They all readily admitted that they had not.

I know that what I write here may not sound pleasing coming from a fellow window trimmer, and perhaps this article might have been written with a soft pedal attachment, but why be afraid of facts—non-deniable facts? If the cap fits you who read this, I hope you will benefit. If the cap does not fit, show the article to some fellow craftsman who may need a little bracing.

It is hard for a window dresser who is heart and soul in his work to listen to what those merchants said, and to realize its truthfulness. Window publicity today in in its infancy, yet it is the merchant's best medium in his struggle for supremacy. National advertisers are coming out strong for window display, and everything points to a remarkably bright future for the men who follow this calling. We find ourselves one of the most important links in the chain of merchandising, but our reputation as a class has been lowered by a small minority of our fellow craftsmen. Possibly what I am writing may sound like a sermon. I don't mean it that way, but if it will do the good I want it to do, if it will set some of our weak members to thinking, I do not care whether these lines

Eight Economist Training School Graduates Who Are Successfully Holding Eight Important Retail Positions in Middletown, N. Y.

These eight men received their instruction in the Economist Training School. All are successfully doing the work they were trained to do—Window Trimming, Show Card Writing, Advertising. All are in progressive retail stores.

What better object lesson in the value of personal instruction?

What more forceful example of the thoroughness of E. T. S. methods and the efficiency of E. T. S. instructors?

What better proof that E. T. S. Students are in constant demand?

If you are interested in the details of how these men increased their efficiency and their earning power, write to any or all of them. They will tell you how grit, energy, perseverance and ambition bring success when coupled with *practical training* in a school where men are taught to do by *doing;* where they are taught by men who are expert and experienced in the things they teach.

This Ad. should be intensely interesting to the man who is willing to build for the future, who is not satisfied to remain in a rut.

We increase your earning power with practical instruction based on actual retail experience.

The study is fascinating. Why put off enjoying its advantages longer?

We assist our graduates in securing suitable positions, and after they leave the school we keep in touch with them. We aid them with practical advice, guidance and suggestion. We offer them the facilities of our organization as a source of information and inspiration.

We have not only the largest and most successful course of instruction, but the best day-lighted classroom of its kind in America. Whenever training in Retail Publicity is bought by comparison the Economist Training School Wins.

Send for our Free Book No. 23.

Economist Training School

Retail Advertising Display Managing
Window Trimming Show Card Writing

231 W. 39th St., New York City, N. Y.

G. J. Skinner
Display manager with A. E. Ruggles, Middletown, N. Y.

J. W. Seeley
Display manager with Tompkins Dry Goods Co., Middletown, New York.

J. W. Post
Display manager with Carson Towner, Middletown, N. Y.

A. Kilbert
Display manager with L. Stein Co., Middletown, N. Y.

Harry V. Loeder
Display manager with C. Wolff, Jr., Middletown, N. Y.

J. E. Adams
Display manager with N. Wolff & Bros., Middletown, N. Y.

C. L. Childs
Display manager with Hoey & Gray, Middletown, N. Y.

Wm. Clisdell
With A. E. Ruggles, Middletown, New York.

We are importers of "La Mode de Paris"

Poupees Artistiques

(MINIATURE PARISIAN FASHION PUPPETS)

IN SILHOUETTES PARISIENNES

in street, evening, sport, morning, opera, tailor made, bridal, ancient and other costumes.

These fashion puppets or dolls are twelve and one-half inches in height, with wax heads and real hair and have attracted wide attention whereever displayed.

Spring and summer models now being shown.
Price twelve dollars and up.

Further particulars upon request

OTTENHEIMER & CO.

15 East 14th Street NEW YORK

are taken as a Sunday school talk or a rag time melody. Just think, boys, we're in demand, and if we can work up a reputation that will stand for reliability, we will soon be making salaries that will even make the ad-man envious, and we will receive what we really deserve.

It is true that at times we have a hard row to hoe, and occasionally we are almost ready to go down and "take the count," for there are plenty of obstacles to good work in every window dresser's path. Small work shops, so small that there's hardly room enough to change one's mind. Unwillingness on the part of the Boss to spend the necessary money for fixtures. Instead of spare time being allowed to plan future displays, to have to go behind the counter or to act as floor walker. Too many bosses. These are but a few of the obstacles that the average trimmer must contend with, yet we can and do overcome these and many others every day.

Admitting that the advertising man is generally better educated, better read than the trimmer, if you, Mr. Window Man, can get the boss to have confidence in you, and can convince him that you are above the faults that are usually credited to window trimmers; if you can get him to keep a record of the results of your work and that of the ad-man, and the expenses of both, you may be sure that he will give you some measure of acknowledgement for the work you are doing. Determine to get a position you like, and then stick. Treat your employer as you would like to be treated and don't let the other fellow tempt you away with a little better salary. You are probably worth as much to your present employer as you are to anyone else and remember that a rolling stone is not likely to accumulate a great deal of moss.

In the past ten years, I have held two positions of which my present place is one. I don't use tobacco, drink or gamble, yet I get as much out of life as the next one.

Do you know what it is for an employer to have a window dresser who can be relied upon at all times? What would it be worth to you to be able to say truthfully "I haven't lost a day from my work for the past one, two or three years, as the case may be." A window trimmer of that calibre is a first class man. He is the kind of man who will help to uplift the calling and give to it a reputation for dependability. On the other hand, no matter how clever he may be, if he is unsteady and unreliable, he is a good deal like the famous cow that gave the bucket of milk and then kicked it over. Let us try to be 100-Point men and we will find ourselves where all 100-Point men are found—at the top.

* *

STRAWBRIDGE & CLOTHIER have in their store a complete printing plant where they print their various catalogues, circulars, booklets and business forms as well as "Store Chat," their monthly magazine for employes.

What the Trade Press Says About "How to Merchandise the New Way"

PERHAPS no book published during this present generation of merchandising has met with such hearty approval as "How to Merchandise the New Way."

There seems every confidence, as we ourselves believe, that New Way Methods are destined to be the merchandising practice of this country. It is a thing that is already coming to pass—with over two thousand merchants now using the New Way, and scores more adopting it every month.

Decidedly "How to Merchandise the New Way" is one of the significant books that no merchant can afford to overlook.

W. J. Pilkington, Mchts. Trade Journal "Since receiving it I have gone over it not once, but four times. It is good. In the February Journal I am going to tell Journal readers about it, and I am advising them that every one of them ought to obtain a copy."

Merchants' Record and Show Window "This book has been prepared with great care and it contains a wonderful amount of practical information taken from the experience of leading merchants. . . Every merchant should look it over carefully."

Drygoodsman "From every viewpoint it it is a most creditable piece of matter and the merchant into whose hands it falls is distinctly the gainer."

Dry Goods Reporter "This booklet is about the best treatise yet gotten out on the subject of how to conduct an up-to-date garment department."

N. R. Perry of Men's Wear "We believe a copy of this book should be in the hands of every progressive merchant."

S. M. Anderson The Trade Outlook "It is a gem from the printer's art standpoint and no doubt will be of great value to merchants in suggesting the new and better way."

A. R. Matheny Inland Storekeeper "The merchant who receives a copy, who is interested, and takes pride in his store, can't help but read it from cover to cover."

Send your name on a postcard for a copy of "How to Merchandise the New Way." It describes the new competitive factors that are dominating retail merchandising, and tells how to meet them. Forty-eight pages: Large Folio: Fully illustrated with Store Plans, photographs of representative Store Interiors and New Way equipment. Address Dept. S.

How to
Merchandise
the New Way

GRAND RAPIDS SHOW CASE COMPANY

The Largest Show Case and Store Equipment Plant in the World

(Licensed Under Smith Patents)

GRAND RAPIDS, MICHIGAN

Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

National Association
of
Window Trimmers *of* America

OFFICERS

President, MORTEN HOFFSTADT, Milwaukee, Wis.

First Vice-President, J. L. HAINES, Lancaster, Pa.
Second Vice-President, H. L. HARPER, Grand Rapids, Mich.
Third Vice-President, W. G. SMITH, Denver, Colo.

Treasurer, JOHN GRANNEL, Evansville, Ind.
Secretary and Manager Employment Bureau, P. W. HUNSICKER, 132 Monroe Ave., Grand Rapids, Mich.

BOARD OF DIRECTORS

Chairman, C. J. POTTER, Lancaster, Pa.
G. W. HUBBARD, Elgin, Ill.
E. J. REDMOND, Elkhart, Ind.

The Milwaukee Association

THERE is much general interest among window dressers all over the country in the matter of local organization. Already many important locals have been formed and more are in progress of formation. One of the most important features of a local organization is its constitution and by-laws. These should be simple, brief and direct. As a suggestion along this line we publish the constitution and by-laws of the Milwaukee Association of Mercantile Decorators. It is as follows:

Whereas, The improvement of and the benefit to individual minds and skill known to accrue to the members of a profession, through association, the exchange of thoughts and ideas, the inspirations and suggestions to be derived therefrom and the spirit of good fellowship and material aid, the assistance of distressed and unemployed and and distressed fellowworkmen, and raising of the standard of workmanship, are of great importance to every trimmer who realizes the importance and unlimited possibilities of his art; and

Whereas, These ends are best and most readily obtained by means of a strong and regulated society.

Article 1.

This organization shall be known as the Milwaukee Association of Mercantile Decorators.

Article 2.

The object of this association shall be to promote and foster the art of Mercantile Decoration, to augment the knowledge and professional interests of its members, to encourage, and when possible to relieve them in case of sickness or disability, and of assisting members to secure positions when neded.

Article 3.

The elective officers of the association shall consist of a President, Vice President, Secretary and Treasurer. The appointive officers shall consist of a membership committee of three, appointed by the President at his discretion.

Article 4.

The President, Vice President, Secretary and Treasurer shall hold office for the term of one year from September 11th, 1912.

Article 5.

The regular election of officers shall take place the first meeting in September of each year, by ballot of all members present.

Article 6.

Section 1. It shall be the duty of the president to preside at all meetings of the association, and to enforce a rigid observanace of its constitution and by-laws. He shall announce all business, present all motions properly made. Receive and submit to the association all reports and other communications. Announce the results of all votes. Inaugurate all officers except that of President. Decide all questions of order. Call special meetings and appoint all committees not otherwise provided for, with deciding vote in case of tie.

Section 2. It shall be the duty of the Vice President to assume all the duties of the President in his absence.

Section 3. It shall be the duty of the Seecretary and Treasurer to keep full and accurate minutes of the association. To keep record of all amendments to the constitution and by-laws, and to keep list and address of all members. To attend to all correspondence. Take charge of all bills and other documents of said organization. It shall also be the duty of the secretary to collect all dues and other moneys due the association. He shall transact all the business of the association which require the expenditure of funds and shall present itemized bills to the association for approval. At the expiration of his term of office he must submit an itemized account of the finance for his term of office.

Article 7.

It shall be the duty of the membership committee to consider and pass upon all applications for membership and to report to the association as to the qualifications of said applicants.

Article 8.

Section 1. Any person of good moral character who has followed mercantile decoration for a period of not less than three years and is interested in the improvement and the raising of the standard of profession, is eligible to membership.

Section 2. Every person becoming a member shall sign the constitution and by-laws.

Section 3. Honorary members shall pay no dues or assessments.

Section 4. Single line decorators such as shoe or kindred lines not occupying all their time but employed by one firm are eligible to membership in Class "B" after satisfactory report of membership committee.

Article 9.

The dues of this association shall be 50c a month, payable at the first meeting fo each month. Special assessments payable on demand, when ordered by a two-third majority.

Article 10.

The meetings of this association shall be held on the 1st and 3rd Monday of each month. All special meetings subject to notification of Secretary by President.

Article 11.

Order of business.

1. Meeting called to order by President.
2. Reading of minutes and report of Secretary.
3. Report of membership committee.
4. Unfinished business.
5. New business (suggestions for the good of the association).
6. Adjournment of association.

Article 12.

Section 1. No addition, alteration or amendment shall be made to this constitution, or by-laws, nor shall any part be repealed except by vote of two-thirds majority (members).

Palmenberg
NEW YORK

Form De Milo

Very latest expressions of a radically new idea in draping and garment display on papier mache

Made with opening in back and at arms if desired.

Other De Milo Models less extreme than these, if you want them.

Write for Details. All our catalogues for the asking.

No. 80E
With Oval Top

No. 80E/D
For Wax Head

J. R. Palmenberg's Sons

Established 1852
710 Broadway, New York
Factory: 89 and 91 West 3d Street, New York

30 Kingston Street,
110 Bedford Street.
BOSTON

No. 10 and 12
Hopkins Place,
BALTIMORE

Section 2. Nine members shall constitute a quorum to transact the business of the association.

Article 13.

All members of the association shall become members in good standing of the National Association Window Trimmers of America.

Respectfully submitted,
F. M. Grier,
Committee Chairman.
A. Millermaster,
A. H. Vollmar.

* *

IT PAYS to clean up stocks at the end of the season. There are many customers who are able to tell last year's goods from those of this season, and there is no quicker way to lose one's confidence than to have him catch you trying to work off dead stock on him.

* *

FREQUENTLY we are asked how to prevent the reflection of outside lights in photographing show windows. The best way is to wait until the lights across the street have been turned out. If that cannot be done, the reflections will necessarily appear in the picture and the next best thing is to have them appear on the plate where they will do the least harm or can be touched out the easiest. By placing the camera in the right position, the light spots may be made to fall upon unimportant parts of the picture.

The High Cost of Selling Goods

is a question that worries many merchants. A good many bright business men tell us that the

Silent Salesman
TRADE MARK
REG. U. S. PAT. OFFICE

ALL-GLASS SHOW CASE

saves them hundreds of dollars in clerk hire each year.

This wonderful case is a *real* salesman. It is so attractive, and presents the goods so much better than the ordinary case that it will soon pay for itself. You will find it the best sales booster in your store.

Made entirely of glass, with no frame, screws, clamps or angles, it has nothing to interfere with a perfect view of the goods within. Strong and rigid, it represents a permanent investment for your store.

If you are considering new cases of any kind for either indoors or outside, let us advise you. We are experts in display. Catalog and our latest booklet, "The Value of Display," sent on request. Address Dept. B.

DETROIT SHOW CASE CO.

Show Case Makers to Progressive Merchants

476-490 WEST FORT STREET DETROIT, MICH.
New York Salesroom, 738 Broadway

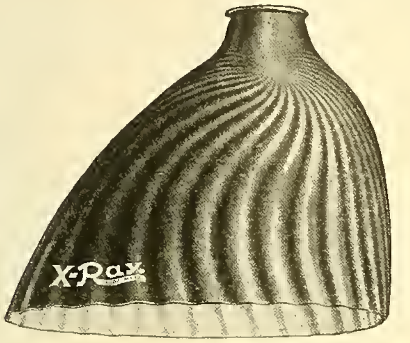
Get Our Book on Modern Store Front Construction

For Our Advertisers

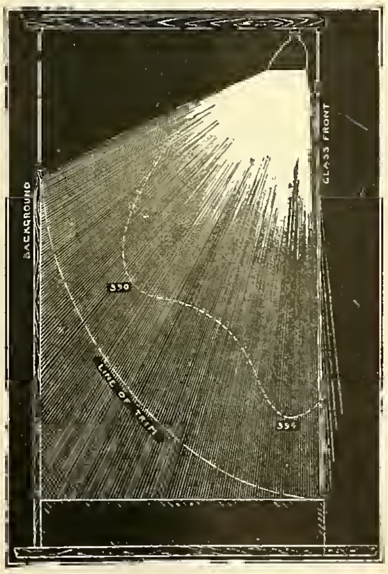
New Window Reflector

A new reflector has just been brought out for show windows. It is called the X-Ray "Visor," and is said to have more thought, study and experiment incorporated in its design and manufacture than any other show window reflector ever placed on the market by the National X-Ray Reflector Co.

The Visor is the fourth of the exclusive line of X-Ray opaque mirror reflectors designed solely for efficient and uniform store window lighting, the other three being the Helmet, the Scoop and the Poke Bonnet.



There are so many store windows nowadays having comparatively low backgrounds, or backgrounds of transparent glass, or no background at all, that two additional requirements for scientific window illumination had to be met by our illuminating engineers. The first was the problem of concealing the lamp from passersby and onlookers in front of the window, and also from the people inside the store.



Secondly, there must be no reflection of the glare of the lamp visible from the street, as this would seriously mar the attractive stage lighting effect, which X-Ray Reflectors effectively accomplish; that is to say, a bright uniform light from hidden sources.

The X-Ray Visor reflector illustrated herewith meets all these requirements. It prevents light being wasted by passing over the background into the store; it hides the lamp from the ordinary range of vision completely, and covers the lamp in such a way that its reflection cannot be seen in the glass or polished background of the window.

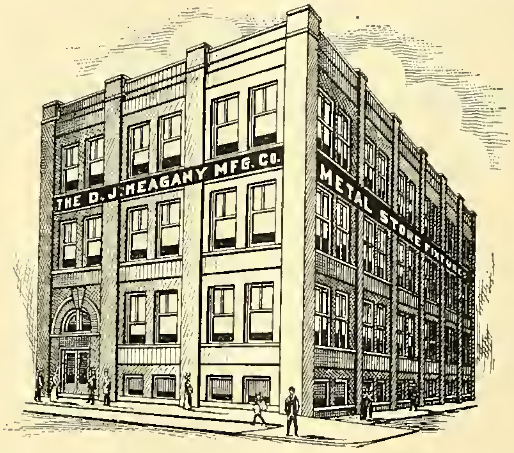
The Visor is designed for use with 60 or 100 watt Mazda lamps, and uses a 2¼ in. "Form H" holder. Its catalog number is 780, and the dimensions areas follows: Depth, front to back, 10⅝ in.; width, 9½ in.; height, 8 9-16 in. Further information on the above reflectors may be had from their originators and sole manufacturers, the National X-Ray Reflector Company, 235 West Jackson boulevard, Chicago; or 14 West 33rd St., New York, N. Y.

A Coming Business

Several years ago there was a man who made up his mind that a display fixture manufacturer could build up a big business by making a good line of card sign holders and other standard display fixtures and selling them by mail. Display fixtures had never been sold by mail to any very great extent before and most manufacturers said the thing could not be done. This man, however, was determined to try it, as he figured that if he could save the salesman's salary and expenses through a mail order business, he could put prices on his fixtures that were bound to sell them. So he started out with a small factory and a limited line of fixtures—principally card holders.

It was hard up-hill work to begin with. Merchants had been used to buying through traveling salesmen, and it was hard to break them of the habit. But the line of goods, although small, had the quality. The card holders, draping stands and other fixtures were built on good models and they were put together in a way that made them last and stand the hardest kind of usage. Gradually the business began to come in, not very fast at first, but steadily and surely. Then as this line became better known the sales increased. Reorders began to pour in and the factory was pushed to fill its orders. More machinery was put in and facilities added but it was still almost impossible to keep up with the orders. Then it became necessary to have a lot more room.

That is the reason the D. J. Heagany Mfg. Co. has moved into a big new building. The new quarters are shown in the picture. This new site will house the rapidly growing business and enable the company to turn out more than twice as great an output as was possible in the old quarters. The firm will continue to specialize upon a comparatively small line as they have in the past. This enables them to centralize all their efforts on one line of work and to turn out a better product at a smaller price than could be done otherwise. The D. J. Heagany Mfg. Co. will also continue to sell their goods by mail, as this effects a substantial saving for a customer. While much new business is constantly coming in the bulk of the sales of the Heagany Co. are on reorders from merchants who have tried the goods and want more of them.



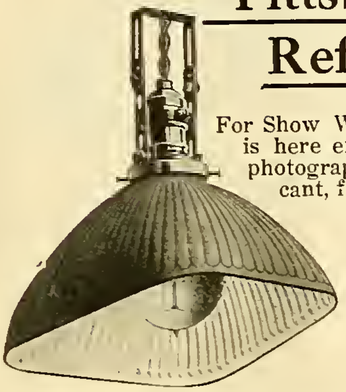
Card Writers' Supplies

A large and remarkably complete catalogue of brushes and supplies for show card writers and sign painters has just been issued by Bert L. Daily of Dayton, O. It contains a large and varied list of tools and materials of all kinds that will prove of interest to every show card writer. In addition to his well and favorably known "Perfect Stroke" brushes for all purposes, this catalogue lists pens of all kinds, show card inks and colors, stencil making outfits and stencils, sign cloth, card and mat boards of all kinds and colors, air brushes, etc. Every show card writer or sign painter should have a copy of this catalogue. It will be sent upon a request addressed to Bert L. Daily, Dept. E. 3, Dayton, O.

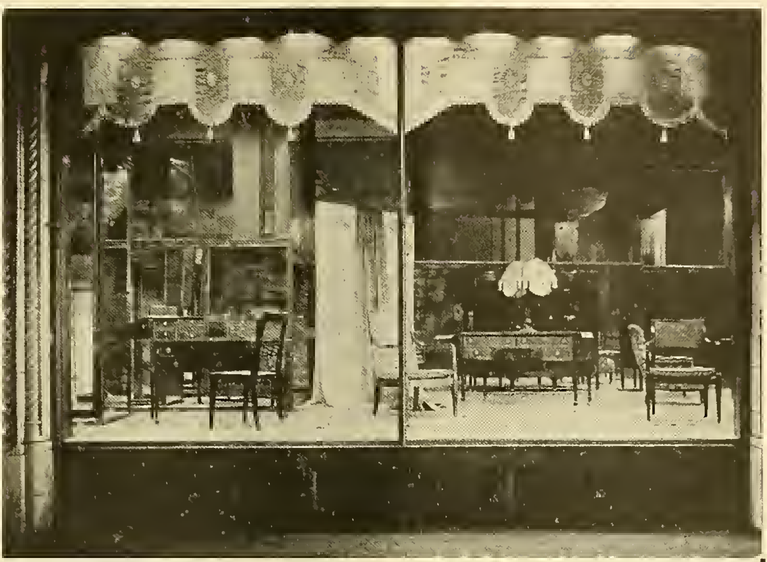
What it Does

The all around efficiency of the

"Pittsburgh Reflector"



For Show Window Lighting is here expressed in the photograph. It is significant, for it shows uniform lighting with *even distribution.* It shows that it is not quantity of light (more light) but a proper distribution of light that gives results. Here is maximum results with minimum current.



One of Twelve Windows of Mandel Bros., Chicago, Equipped with "Pittsburgh Reflectors."

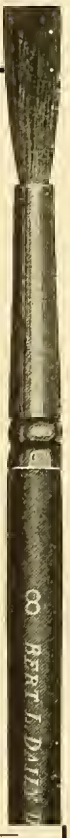
Better lighting than any other system is the unanimous verdict.

Our experienced advice is at your service. We have the special treatment your window needs. What we have done for others we can do for you.

One-piece glass, silver plated adjustable reflector. Scientific design and special manufacture to give durability and efficiency.

Pittsburgh Reflector & Illuminating Co.
3117-19 PENN AVE., - - - PITTSBURGH, PA.
Chicago Representative, FREDERICK A. WATKINS, 565 W. Washington Street, CHICAGO

"Perfect Stroke"



THE more "finicky" you are in your choice of brushes and supplies—the better will a "PERFECT STROKE" please you. And besides, if you are skeptical, you're just the fellow I want to try out my line.

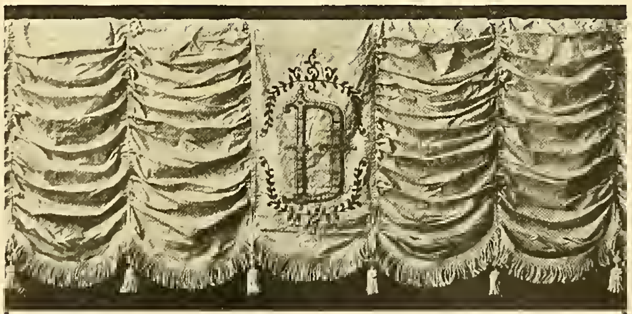
Years of experience in the profession have shown me exactly what kinds of brushes are most essential to perfect work. The result is "PERFECT STROKE"—the masterpieces of show card writers' brushes.

Try a set for 30 days and if you are not thoroughly pleased send 'em back and I'll return your money instantly.

A postcard will bring by return mail my 1913 Catalog showing what every show card writer needs in brushes and supplies.

BERT L. **DAILY**
OF **DAYTON, O.**
DEPT. E-4

"PERFECT STROKE" Brushes—Quality thru and thru.



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

and Valances give an individuality and finish to your show windows that will make them far more effective than the windows of your neighbor.

Write today for catalogue showing great variety of styles and prices.

The Art Window Shade Company
Artistic Window Shade Makers
2411 North Halsted St. CHICAGO, ILL.

Modern Store Fronts

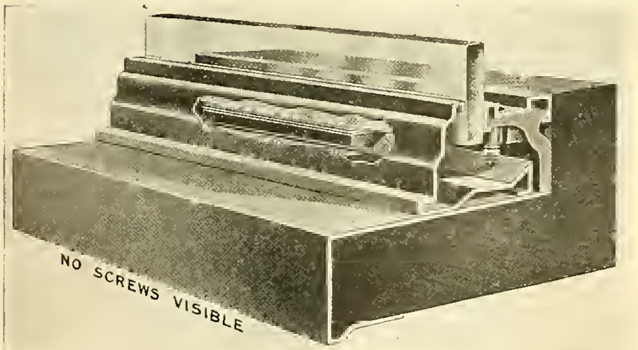
Retailing equipment and methods have made tremendous advances during the past few years, but in no one feature has the improvement been greater than in the construction and appearance of the front of the store in general, and the show windows in particular. And there are excellent reasons for the improvement in show window construction.

Compared with modern show windows, the windows of a few years ago are as far behind the times as the stage coach is behind the present day locomotive. The old time windows were built high up above the sidewalk; the glass was set in heavy wooden frames and in most cases there were heavy columns that shut off a large part of the display from the view of the passer-by. In winter these windows frosted and steamed at every change of the weather and for a large part of the colder months the window displays might as well have been behind boards so far as seeing through the glass from the outside was concerned.

As window dressing methods improved, there came a realization of the immense selling power of the show window and this in turn brought about a demand for better window construction. Progressive merchants demanded a type of window that would permit the least possible obstruction to the view, that would be attractive in appearance, that would give security to the glass and foil the ingenious burglar and that would not frost or steam in cold weather. To devise such a type of construction was not an easy matter, but the American inventor is a man of resource and he set about solving the problem.

The first attempts to produce a perfect window construction resulted in some improvement. Metal at once suggested itself as a substitute for the clumsy wooden frames, and various types of metal fronts were designed. Some were better than others and all of them were better than the old style fronts, but each had about it some basic weakness; perfection had not been reached.

At last there has been placed upon the market a type of window construction that is mechanically, scientifically and practically perfect. It is called the "Zouri" construction, and like most big inventions is so simple that one is naturally surprised that no one had thought of it before. The illustration gives an accurate idea of the general principle of the "Zouri" setting. No knowledge of mechanics is required to see at a glance the remarkable simplicity, strength and security of this construction. The parts are all made from drawn metal, that, while light and sightly in appearance, is sufficiently strong to resist many times any strain that can be put upon it by wind pressure or otherwise. The glass is held in place from the front by a solid strip holds the glass with a uniform pressure throughout its entire length. This strip is the chief feature of the "Zouri" construction. It is held in place and adjusted, not by screws outside the glass as in other constructions, but by screws *in metal* inside the glass, making the setting absolutely burglar proof. These screws are easily accessible and a turn with a screw driver will adjust the tension of the outside holding strip, not only at one point, but evenly along the whole front. This adjustment is ideal in that there is no possibility of breaking the glass through undue pressure at one point. The glass is always under a secure and unifrom pressure that can never increase or diminish, as there is no possibility of the set screws working loose. Where the strain is against screws driven directly in the wood, the fluctuating wind pressure will inevitably work the screws loose. Aside from the security afforded, the absence of screws on the outside enhances the appearance of the front and facilitates cleaning.



The drainage and ventilating features of the "Zouri" system are scientifically correct. Frosted windows are a practical impossibility if the back of the window is properly built. Another advantageous feature of this system is the ease with which it can be installed. It can be put in place by any glass setter without any danger of breakage.

In the transom bars and other parts where greater strength is required, the copper bars are reinforced on the inside with cold drawn galvanized steel. This gives the store front a strength that is impregnable to any wind pressure that may be brought against it. The steel reinforcement on the inside gives greater strength with less metal and permits a much more sightly construction than where copper alone is used. Being galvanized, there is no deterioration to the reinforcement, and the whole construction will last far longer than any merchant can have any use for it.

The "Zouri" setting is made in some twenty different finishes, all of which are permanent and require little attention beyond an occasional wiping off. A front of this sort will add wonderfully to the appearance of any store and it is an exceedingly good business proposition for the merchant. In most cases, unless there is a good deal of structural work to be done, the cost of installing such a front is much less than the merchant would naturally think. Once installed, it proceeds at once to pay for itself at a rapid rate through increased sales from the windows. This front is manufactured by the Zouri Drawn Metals Company of Chicago, who will furnish full information and estimates upon request.

Fine Floral Decorations

The floral decorations of the new Hub clothing store in Chicago were among the most refined and pleasing that have been seen in Chicago for a long time. They not only appealed to the general public, but to the more critical tastes of visiting merchants and window dressers who were present at the opening. The flowers were arranged in a very simple and natural manner in tall gold vases and had the appearance of the most exquisite natural flowers—the only difference being that it would be hard to find natural flowers as perfect and as luxuriant as these. All of these flowers were from the regular stock of L. Baumann & Co. of Chicago. This firm also furnished the flowers for the opening of the new Lefly store in Milwaukee, which were also greatly admired. L. Baumann & Co. have long been celebrated for their high class decorations for windows and interiors but during the past two or three years they have won still greater reputation in this regard. Their stock embraces the best work of the leading European factories and their customers are numbered among the best decorators in America.

Art Window Shades

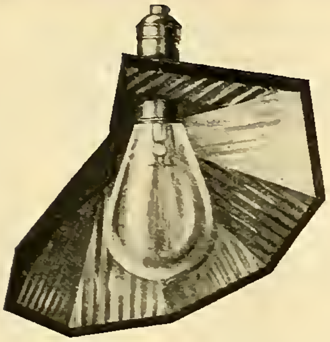
A dozen years ago there were very few stores using art shades and valances in their show windows. Today nearly every first class store has them. The puffed or art shade or valance are a wonderful improvement to any show window. They give just that little finishing touch that is needed. The difference between an ordinary plain shade in a window, and a puffed shade, is the difference between the commonplace and the artistic. Yet the cost of puffed or other art shades is not high. Considering their long life and the great improvement they make in the windows, they are very inexpensive.

One of the leading firms in the manufacture of puffed shades and valances for show window and other purposes is the Art Window Shode Co., 2411 N. Halsted street, Chicago. This concern specializes on high class goods in this line. Their line comprises the best imported and domestic goods and they are prepared to execute the largest or the smallest orders promptly and satisfactorily.

IT IS an excellent policy not to advertise all of the store's best values. After a customer has found a few unadvertised bargains, she will naturally conclude that unusual values may be found in this store almost any time.

FINE writing and a graceful flow of language are a help in advertising but the value of the merchandise offered is what really counts. No ad can be better than its source.

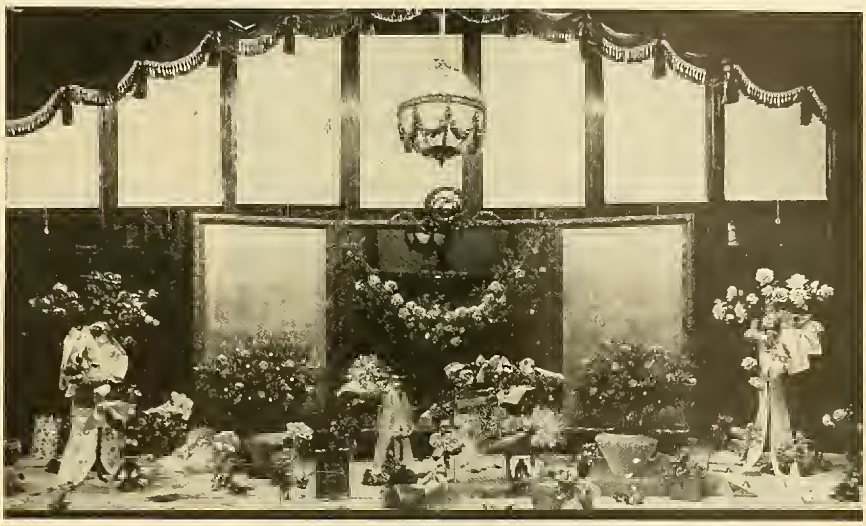
WINDOW LIGHTING



Style 100 D

The Bailey Reflector

Send Us Sketch of your show windows and let our lighting engineer assist you in solving your lighting problems.



One of the eleven windows of Joseph Horne Co., Pittsburgh, Pa. equipped with Bailey "More Light" Reflectors

THE Bailey Reflector is synonymous with MORE LIGHT for your show windows and show cases. It insures an even distribution of light over the entire display. A design for every requirement—a reflector for every need. Made with imported silvered corrugated glass, giving greater and more lasting service

Bailey Reflector Co., 519 First Avenue, Pittsburgh, Pa.

ESTABLISHED 1876

Bradford's Wax Figure Cleaning Outfit and Book

Clean and Retint Your Own Wax Figures

This outfit has been put up by one who is thoroughly informed as to what is needed for the work and includes **Tinting Brush, Oiling Brush, Cleaning Brush, Powder Brush, Lip and Eye Brush, French Finish Brush, Bottle of Finishing Oil, Alcohol Lamp, and Four Tubes of Oil Paint.** This is the only outfit on the market giving the real oil finish as used in the factory. With the outfit is sent a book giving concise directions for carrying the work through its consecutive stages, with all the formulas as used by professional wax workers. The matter of repairs is gone into very thoroughly, giving full and complete directions for replacing all broken and damaged parts. The information in the book is worth **$50.00** to any one who desires to take care of their own fixtures.

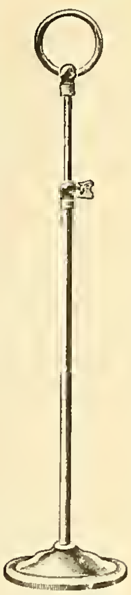
BRADFORD'S WAX FIGURE BOOK

The most complete and concise book ever written on the care and treatment of Wax Figures in the store. **Complete Outfit and Book, Price $5.00.**

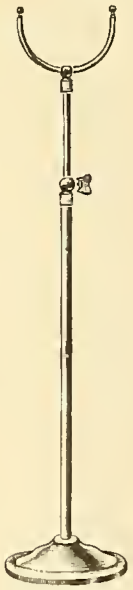
HEAVY WEIGHT DRAPING STANDS

OXIDIZED COPPER OR NICKEL PLATE $15. PER DOZEN. Ask for CATALOGUE No. 12

Heavy 7-inch bases, extensible standards 24 and 30 inches high as ordered. Extensible to 45 and 59 inches.



No. 1143



No. 1142

Reflector & Hardware Specialty Mfg. Co.

Western Avenue and 22nd Place CHICAGO

A Library for Merchants

ONLY a few years ago there were no books treating specifically upon the great game of merchandising. Gradually, however, there has grown to be a considerable library covering the literature of this important subject. Recently there has appeared what is without doubt the most comprehenisve treatise on merchandising that has ever been attempted. It is called the "Modern Merchandising," and consists of ten large volumes covering every phase of the subject.

"Modern Merchandising" is the work of more than two hundred and fifty men, every one of whom is an acknowledged authority on the subject of which he writes. Practically every one of the colaborators is a man whose name stands for signal success in the line of enterprise in which he is engaged. In these volumes will be found a wonderful fund of practical information covering practically every question that may arise in the experience of the average merchant. Some of the subjects treated of are: Organization, Buying, Merchandise, Selling, Credits, Advertising, Accounting, Business Law, etc. Each of these subjects is handled not by one writer alone, but in most cases by twenty or more. Nor are the subjects treated in a theoretical way—the information is that which comes from practical experience, and the writers have set forth in a simple and direct manner those laws and principles that they themselves have discovered to be sound and profitable.

The men who made this set of books have succeeded, and in the books they tell how they succeeded. They tell what they did and why they did it—they tell what they avoided, and their reasons therefor. Merchandising today is entirely a matter of brain work, of exact knowledge of merchandise and methods. The man who knows the most about his business is the man who eventually has the biggest business. "Modern Merchandising" will teach any merchant more about his business. No matter how much he may know, it is impossible that he can fail to learn a vast amount more from the experience of this great number of successful men. We doubt if there is a single merchant today who possesses all of the knowledge contained in this set of books, yet it is all arranged and classified so carefully, that with the aid of a comprehensive index the merchant can turn at once to just what he wants. If a question arises, the answer is accessible in a moment. "Modern Merchandising" is to the retailer what the doctor's and lawyer's libraries are to them—a source of authoritative information that can be turned to with confidence whenever the need may arise. Here are some of the special chapters:

How to organize a business.
How to secure capital and credit.
How department stores succeed.
How and what to buy.
How to estimate probable sales.
How to judge values in merchandise.
How to judge values in furs.
How goods are manufactured.
How to sell.
How to sell by mail.
All about credits.
How to deal with your bank.
Form letters that collect hard bills.
All about bookkeeping and accounts.
Every branch of advertising fully covered.
Money making ideas that have been proved.
How to audit a business.
Business law and legal forms.

And thousands of other subjects covering every phase of merchandising. This set of books was printed to sell for $40 the set, but owing to a technicality in the printing which in no way impairs the value of the work, it will be sold while the edition lasts at $15 for the complete set. The books are worth many times that amount to any merchant or clerk. Further information with a complete list of the contributors will be furnished upon application to the Book Department of the Merchants Record Co., 431 S. Dearborn St., Chicago.

* *

MODERN FIXTURES will help you to carry a larger stock in a smaller space. That means that you can carry more stock than you now do, or you can carry the same stock and make your store more comfortable with wider aisles.

* *

IN MOST store rooms there is a large percentage of waste space. It is under counters, above shelving, in half-filled drawers, and shelves and many other places. A little systematic rearrangement will often enable the merchant to put in a new department.

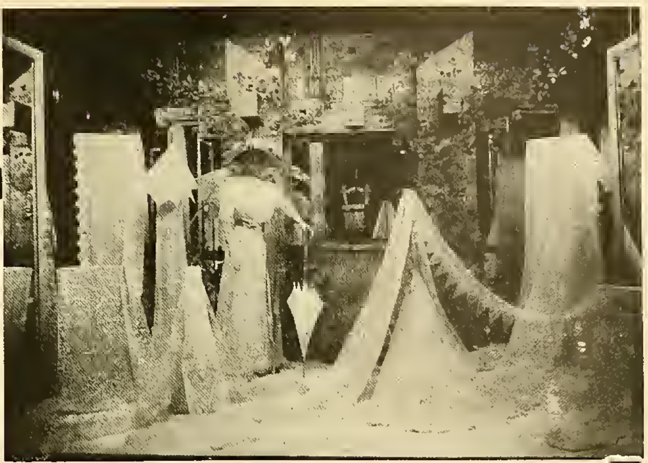
* *

ONE of the most costly economies in which a merchant can persist is in the maintenance of an old-fashioned store front. It will cost money to remodel the old front, but in all ordinary cases the cost will be more than justified by the improved selling efficiency of the show windows and the bettered appearance of the store.

COMPO BOARD

for

Show Window Backgrounds



Compo-Board Settings, Grand Leader, St. Louis, Mo.

Compo-Board must not be confused with any of the cheap substitutes made of pulp-paper or cardboard. It has stood the test of time and proven its superiority. Compo-Board is in a class by itself. The most practical and useful product to have around a retail store.

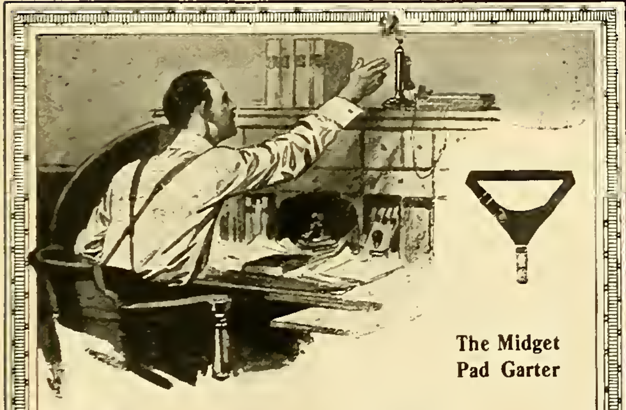
You Can Know the Genuine at a glance by simply comparing a sample with any of the pulp boards on the market.

Compo-Board is built with kiln-dried slats as the foundation, pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long.

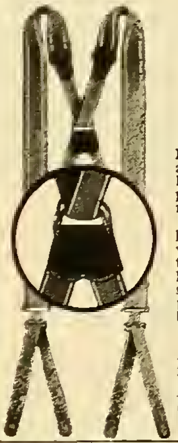
Ingenious Window Trimmers are every day devising new and useful ways for employing Compo-Board. It will not warp or split and is not affected by heat, cold and moisture.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No.
Minneapolis, Minn.



The Midget
Pad Garter



THE KADY SUSPENDER

Becomes a firm favorite with the wearer right away. He'll buy no other kind ever after. The KADY is the ONLY suspender with the correct principle of "give-and-take" in response to movements of body and shoulders.

THE DOUBLE-CROWN ROLLER

let's the strap slide, not stretch. There's no awkward binding of shoulder muscles, no strain on the webbing or on the trouser buttons.

Patent too strongly protected to be imitated with success. Easiest possible seller. Men of action prefer the KADY for work and sport.

Retails at 50c. and 75c. Prices to dealers, $4.00 and $4.25 a doz.

THE MIDGET PAD GARTER

Retails at 25c. To dealers, $2.00 a doz.

Each pair guaranteed. Extra comfortable. Long wearing. Made in a variety of colors.

Attractive store cards and signs free. Write us.

Ohio Suspender Co. - Mansfield, Ohio

Makers of all kinds of Suspenders, Belts and Garters for Men

LEARN TO

PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

I'll teach you personally—by mail—you'll succeed. Wonderful field—for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards. Window Cards, banners, signs etc. are used in enormous quantities. Crawford B. C., writes, **"Earned nearly $200.00 since taking course."** Parrott, Okla., says, **"Earned several times cost of course since enrolling."** Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

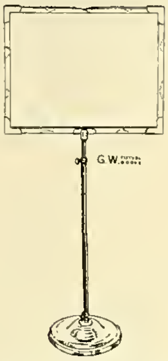
EARN $18 TO $35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzner, Minn., writes, **"Did job recently and got $10.00, profit $7.05.** Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(Dept. 120) DETROIT SCHOOL OF LETTERING
DETROIT, MICH.

"Oldest and Largest School of its kind."

Handsome Substantial Display Fixtures



GREAT WESTERN FIXTURE WORKS
133 South Fifth Avenue
Chicago, - Illinois

Merchants and window decorators who demand equipment of high quality and distinction in style—who admire handsome, substantial display fixtures will appreciate the unusual values we are offering.

You will find us prepared to meet your wants and requirements in a most thorough manner. For turning out fine work our equipment and facilities cannot be excelled. Every modern method has been introduced into our factory to reduce the cost of manufacturing, and *you* get the benefit.

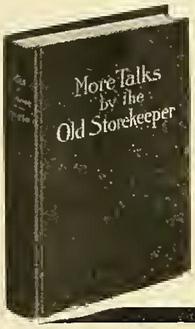
We manufacture Metal Display Fixtures of every kind, Papier Mache Forms, Wax Heads and Figures, etc.

Send now for our latest catalog and prices.

More Talks by the Old Storekeeper

256 PAGES 4½x7 in.

New Book by Frank Farrington



These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

- Those Mail Order Houses
- Something About Clerks
- How Retail Advertising Pays
- The Clothes You Wear
- Handling the Money
- Special Newspaper Advertising
- Delivering the Goods
- The Dealer's Best Help
- The Traveling Man
- A New Competitor Opens
- A Customer's Point of View
- How to Have Good Clerks
- Getting the Business Back
- Using the Windows
- Developing the High Class Trade
- Self-Selling Goods

21 Full Page Illustrations. Bound in Cloth

Price, postpaid only $1.00. Your money back if you want it.

MERCHANTS RECORD & SHOW WINDOW
431 So. Dearborn St. CHICAGO

"Window Card Writers' Charts"

A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

THE MERCHANTS RECORD CO.
315 Dearborn Street, - - CHICAGO

Do You Use An Air Brush?

If you do and want Air Brush ideas in lettering and designs for making snappy show cards and price tickets

Send 50 cents today

(Coin or stamps)

and receive by return mail a book containing over seventy-five different designs in colors.

ADDRESS BOOK DEPARTMENT

MERCHANTS RECORD and SHOW WINDOW
431 So. Dearborn St., Chicago

Strong's
CELEBRATED
SUPPLIES
FOR THE SHOW CARD WRITER
FOR THE SIGN PAINTER

Show Card Writers and Sign Painters This Book is Yours

Strong's

Blue Handle Brand Brushes
Aqua Water Colors
Transparent Colors
Oil and paper colors
Dry powder colors
Air brush Inks
Drawing Inks
Show Card Writer's Cardboard
Show card frames
Compasses, Squares, Triangles, Ruling Pens, Tool Cabinets, Complete Outfits, etc.

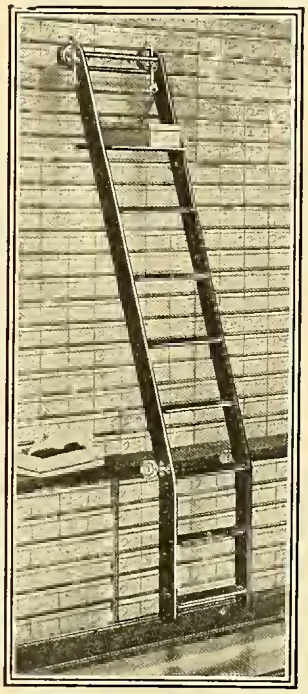
Contains 261 Illustrations of Brushes and Supplies.

Tells how to select and care for sign writing, brushes of all kinds,—how to get best results from each style. Strong's blue handled brand of brushes and supplies are unsurpassed. Designed by a practical show card and sign writer of years of experience—a man who knows the sign writer's brush-needs better than any mere brush maker ever could.

Send today for catalog. Have it on hand. We make prompt shipments and guarantee satisfaction. Address

Supply Dept.,
Detroit School of Lettering, Detroit, Mich.

Milbradt Rolling Ladders



"The Only Way"

For Rapidity
Efficiency
Safety
Economy

Has every other system beaten to death

Milbradt Rolling Step Ladders

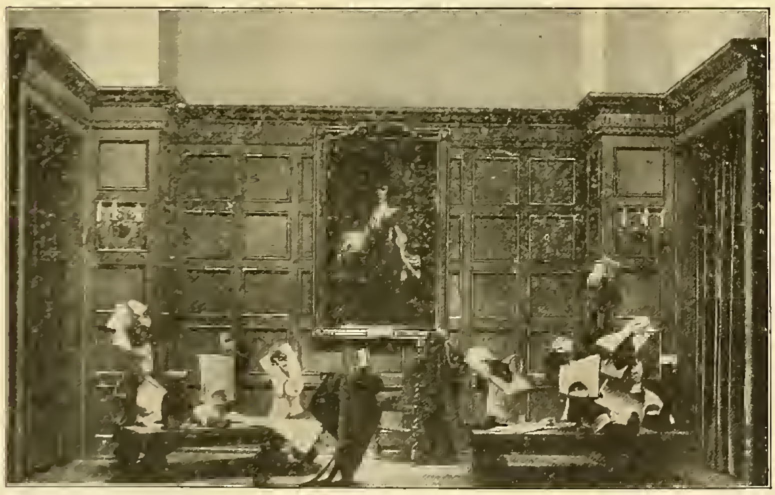
Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

Send for Descriptive Catalog

Milbradt Mfg. Co. 1443 N. 8th St.
ST. LOUIS MO.

DECO BACKGROUNDS



Deco-Background for Marshall Field & Co., Chicago

Distinctive in Style Moderate in Cost

Use them this year and have the most beautiful windows in town.

DECO is a thin veneer of choicest selected wood mounted on composition board. It is furnished in Circassian Walnut, Mahogany, Oak, Maple, Rosewood, Birch, etc.

DECO costs less than any other natural wood paneling on the market. It effects a saving of from 25% to 40% over ordinary wood backgrounds. It will not warp, buckle or twist. Easily installed at low cost for labor.

Write for Booklet Showing Collection of Deco-Backgrounds.

DECO MANUFACTURING COMPANY
INDIANAPOLIS, INDIANA

Annual Prize Contest 1913

Closes July 31, 1913

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

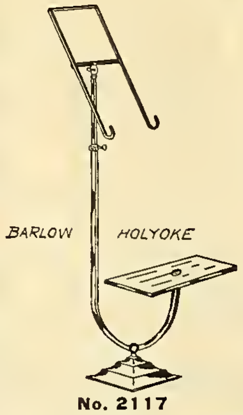
The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street
CHICAGO, U. S. A.

"FIRST HANDS" in PREMIUMS!

All the sources of supply for quality merchandise used for premium purposes. Likewise advertising specialities and souvenirs. Free "Buyers' Information Service" to subscribers. THE NOVELTY NEWS, 222 S. Market St., Chicago; 120 big pages; illustrated; $2 a year; 20c a copy, mail or at news-stands. No free copies.



No. 2117

BARLOW FIXTURES

For the Best Display

Send for Catalog No 9
Just Out

The Barlow Company
79-B Race Street
HOLYOKE, MASS.

Trade Winners

No. 100

Colonial Millinery Hat Stands 24 to 60 in. high $36.00 per doz F. O. B Baltimore. Colonial Pedestals to match Hat Stand. Height 24 in. with 9 in. top.

No. 100 Photo in Base.
200 Cast Head in Base.
400 Floral Design in Base.
Detachable Bases.

No. 113 Shoe Stand to match; Artistic Hat Stand 12 to 36 in. high. $42.00 per doz. F. O. B. Baltimore.

All stands are finished in Highest Quality Gold Bronze.

They are genuine business getters, enabling you to make a rich and artistic display and give your stock the appearance of the highest valuation, always the desirable thing to do.

Our Specialty:
Millinery
Hat Stands

No. 123

Artistic Hat Stand for Millinery and Men's Hat Display. 12 to 45 in. high $36.00 per doz. F. O. B. Baltimore.

High Art Fixture Co.
222 N. Gay St. :: Baltimore, Md.

Beautiful Beaver Boarded Show Window of The Arcade, Ltd,, at Hamilton, Ontario

BEAVER BOARD

For Show Windows

THE Arcade, Ltd. have realized in this striking show window, the full beauty of a background made of Beaver Board and painted in attractive colors.

Easily and quickly put up, cut to any shape, or moulded to various forms, it is just what the window trimmer is looking for.

And by its economy it makes frequent changes possible.

Write for full details with free booklet "Beaver Board for Window Trims" and painted sample.

The Beaver Companies

United States . 159 Beaver Road, Buffalo, N. Y.
Canada . . . 359 Wall St., Beaverdale, Ottawa
Great Britain 4 Southampton Row, London, W.C.

DISPLAY FIXTURES

LATEST AND BEST DESIGNS OF ALL KINDS OF FIXTURES

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

Factory at
43 East 8th Street

Office and Display Rooms
738 Broadway, NEW YORK

MAKE 'EM YOURSELF
WATERPROOF AIR BRUSH INKS

Make them yourself, any color at one-fifth the cost of prepared inks and much better. We have used these colors in our work for years and find them the best. They are absolutely perfect. Bright and brilliant in tone.

COMPLETE INSTRUCTIONS $1.00
Satisfaction Guaranteed
Merchants Advertising Company, 86 Madison Ave., Memphis, Tenn.

STORE STOOLS | **OIL CLOTH RACKS**
Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

YOU CAN SAVE $ $ $ $ $ $ By lettering your own PRICE TICKETS and SHOW CARDS. It is easy to do RAPID, CLEAN-CUT LETTERING with our *Improved Lettering Pens.*

TRADE MARK

PRACTICAL LETTERING OUTFIT consisting of three Marking and three Shading Pens together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, sent prepaid at the *special introductory price of*....... ....$1.00

COLOR-PLATE COMPENDIUM, 72 pages, 8x11, a complete instructor for the Lettering Pen, prepaid.......................$1.00
MODERN SHOW CARD LETTERING, DESIGNS, ETC., 144 pages, 6x9, for Pen and Brush, prepaid.............. ....$1 00

All goods guaranteed first class and reliable. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN CO., **Dept. D., Pontiac, Mich., U. S. A.**

This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"
By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price that makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

2 New Year's Windows.
8 White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
2 Washington's Birthday Windows.
2 St. Patrick's Day Windows.
8 Spring Opening Windows.
12 Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
16 Fall Opening Windows.
2 Carnival Windows.
3 Hallowe'en Windows.
5 Thanksgiving Windows.
14 Christmas Windows.
16 Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
2 Bas Relief Backgrounds.
2 Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

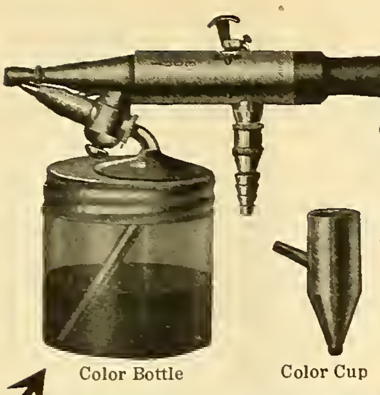
Merchants Record Co., 431 So. Dearborn Street
Chicago, Illinois

IMITATION **GRASS RUGS** ALL SIZES
Woven for window and interior decorations
American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street
NEW YORK

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



One of the many popular models of PAASCHE'S "3 in 1" Air Brushes

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new; and for numerous other purposes.

USERS' OPINIONS

"About one year ago I purchased from you a Paasche Air Brush. Same has been used every day and has never been out of order. Have used water, oil and alcohol colors, all with the best results. I wouldn't trade my little "Paasche" for all the other makes I ever saw, and if I couldn't get another like it, I wouldn't part with it for its weight in gold. GEO. E. WARD, Cleveland, Ohio.

"The Air Brush I bought of you three years ago has paid for itself a thousand times over, and is still in the run.
L. REID, Trimmer for Harmon's Dry Goods Store, Jacksonville, Ill.

Our catalog will interest you—write now.

Paasche Air Brush Co.

MANUFACTURERS
5 So. Clinton Street,
CHICAGO, ILL.

Complete Wax Figure Cleaning Outfit
Including Formula of all Materials

Don't pay the exorbitant prices experts charge. With this outfit you can do the same work and save from $2.00 to $3.00 per figure. We furnish enough materials for 100 wax figures; complete set of necessary tools; book of instructions carefully explaining the work; a complete formula of all materials used in this preparation, with full mixing directions. (NOTE.—All materials can be purchased in your own city.)

PRICE COMPLETE **$5.00**

SPECIAL PRICE OUTFITS

Complete Formula with mixing directions, also our book fully explaining how to clean and retouch wax figures, including full set of necessary tools. Price **$2.50**

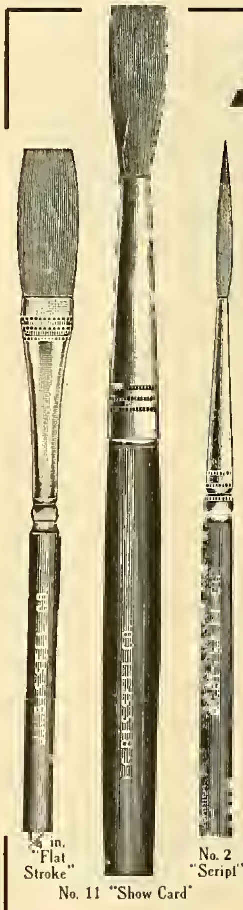
Same Outfit, but not including tools. Price **$2.00**

Complete Outfit of materials, enough for 100 wax figures, including book of instructions fully explaining the work; also full set of tools necessary for this work, but not including the Formula. Price **$2.50**

Our wax Figure cleaning outfits have been adapted and successfully used by thousands of the best stores in the United States and Canada. Our tints will not fade from the light, nor ruin any wax figure. We guarantee absolute satisfaction.

Invented and sold exclusively by

The Harrisburg Wax Figure Renovating Co.
335 Crescent Street HARRISBURG, PENN., U. S. A.
Send for catalog. Largest concern of its kind in the world.



Bissell's

GENUINE RED SABLE

Show Card Brushes

in three popular styles.

They represent the best that skill, money and experience can produce. If we charged you twice as much we could not give you better material or workmanship.

We believe you will eventually use **Bissell's Brushes**—why not order a set today? We guarantee them.

We have arranged the following sets for your convenience at a special price:

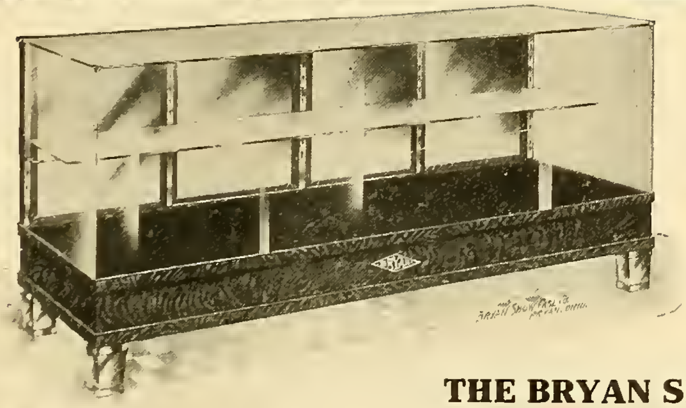
SET No. 1—Red Sable, "Flat Stroke," 5 sizes—$\frac{1}{4}$, $\frac{5}{16}$, $\frac{3}{8}$, $\frac{1}{2}$, $\frac{5}{8}$ in. - - - - - - - - - -	*$4.00*
SET No. 2—Red Sable, "Flat Stroke," 3 sizes, $\frac{1}{4}$, $\frac{3}{8}$, $\frac{5}{8}$ in.	*2.45*
SET No. 3—Red Sable "Show Card," 12 sizes, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 - - - -	*8.00*
SET No. 4—Red Sable "Show Card," 6 sizes—2, 4, 6, 8, 10, 12	*1.30*
SET No. 5—Red Sable, "Script," 6 sizes—1. 2 3, 4, 5, 6 - - -	*1.25*

Send for Our Brush Pamphlet

It will assist you in making your own selection. Remember—we guarantee every brush.

J. G. Bissell Company
49 Barclay Street, New York

Manufacturers of BISSELL's (satin finish) Show Card Colors



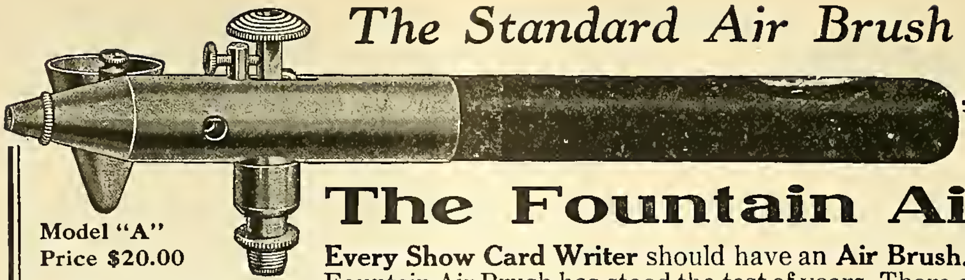
A CASE OF GLASS IS HARD TO PASS

More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes—the construction is perfect.

You will find our catalogue interesting

THE BRYAN SHOW CASE CO., :: Bryan, Ohio



The Standard Air Brush of the World

The Fountain Air Brush

Model "A"
Price $20.00

The Original Pencil Shaped Air Brush.

Every Show Card Writer should have an **Air Brush.** Why not the best? The Fountain Air Brush has stood the test of years. There are now over 20,000 in use. The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the model "E." Price, $12.00.

Send for Catalog M-79 (just issued) new prices.

THAYER & CHANDLER, 735-739 W. Jackson Blvd., CHICAGO

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it for your

Spring Opening Windows

The most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames.

Now being used with splendid results by leading window trimmers throughout the country.

In stock in convenient size in many different colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

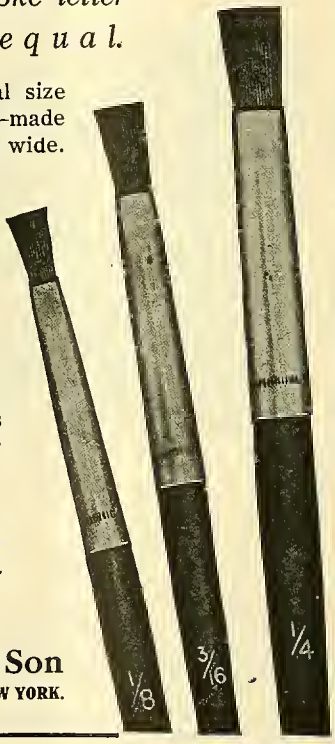
Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send 4c in stamps for our Catalogue. Now ready.

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE ABSOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors, $4.00
Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK

MAKE 'EM YOURSELF
SIGNS & SHOWCARDS

Make them yourself, any size, no experience required with our

NEW & MODERN METHOD

You can begin at once making
ARTISTIC SIGNS & CARDS
COMPLETE OUTFIT & INSTRUCTIONS
PREPAID $3.00

Send in your order at once. The first job more than pays for the entire outfit.

SATISFACTION GUARANTEED
MERCHANTS ADVERTISING COMPANY
86 Madison Ave., Memphis, Tenn.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Window trimmers everywhere to act as our agents. One in each city. Big commissions. Send for big free book of Window Trims. Polay & Co., Medinah Bldg., Chicago.

WANTED—First-class card-writer willing to help trimmer spare time and emergencies, including overtime, rare occasions. Salary $18.00 per week. Submit sample of work and references with application. Rudge & Guenzel Co., Lincoln, Nebr.

WESTERN OPENINGS—Window trimmers, card writers, advertisers, salesmen, department managers and buyers in demand by strong merchants in Rocky Mountain states, the Northwest and the Southwest. If open for western position write Business-Men's Clearing House, Denver, Colo.

POSITION WANTED

POSITION WANTED—As window trimmer, 5 years' experience, clothing or men's furnishings preferred. Moderate salary, best of reference. Address Box 200, care of Merchants Record and Show Window.

POSITION WANTED—Trimmer and Card Writer. Clothing and furnishings goods salesman desires change; services now satisfactory, highest reference as to ability and character. Sample of work on request. Age 29 years. Prefer good concern. Address Box 199, care of Merchants Record and Show Window.

FOR SALE, ETC.

CARD WRITERS—Air Brush Stencils, original designs, best stencil board, ¼ sheet size, 4 for $1.00, 9 for $2.00. Art Stencil Co., Box 33, Lexington, Ky.

INSIST ON BLICK'S GUARANTEED SUPPLIES—"Payzant" Single Stroke Free Hand Lettering Pens "make card-writing easy." One dollar each—numbers 1 to 6. Free alphabets and instructions. Write for catalog. Dick Blick, Manager, The Card Writers' Supply Co., Galesburg, Ill.

YOUNG MEN—Represent us in your territory with line of high-grade display fixtures. Patented article, that appeals to the trade. Attractive proposition; liberal commissions; exclusive territory. Mr. Window-trimmer, here's an excellent side line. Address Hub-er-ette Fixture Co., Grand Rapids, Mich.

Geo. Wallace Hess
Showcard writers supplies
1405 Olive ave., Chicago.
Write for April Bargain List.

Air Brush
STENCILS
This size for 14 x 22 Card
35¢

OTHER designs and sizes made to order. Send 35c in stamps and get one of these STENCILS by mail, also the best brilliant air brush inks at 60c a pint or 7 pints for $4.00.
D. L. SHENKER
29 MONROE AVE.
DETROIT, MICH.

Index to Advertisers.

"Air Brush Designs" 64
American Lithographic Co. 70
American Luxfer Prism Co. .... Inside front cover
American Reflector and Lighting Co. 68
American Rug Company 68
Annual Prize Contest 66
"Art of Decorating" 72
Art Window Shade Co. 59

Bailey Reflector Co. 61
Baldwin, J. L., & Co. (Cash and Pkg. Carriers) .. 1
Barlow Company 67
Bauman & Co., L. 8
Beaver Companies, The 67
Bicycle Stepladder Co. 2
Bissell Co., J. G. 69
Botanical Decorating Co. 10
Bryan Novelty Mfg. Co. 68
Bryan Show Case Co. 69

Calander, John 12
"Cardwriter's Charts" 64-72
Curtis-Leger Fixture Co. .... Back cover

Daily, Bert L. 59
Deco Mfg. Co. 65
Detroit School of Lettering 63-65
Detroit Show Case Co. 57

Eberhard, Joseph F., & Son 70
Economist Training School 53

"Faust's Complete Cardwriter" 00
Feldman, L. A., Fixture Co. 67

Grand Rapids Show Case Co. 55
Great Central Novelty Co. 7
Great Western Fixture Co. 64

"Hardware Window Dressing" 72
Harrisburg Wax Figure Renovating Co. 69
Heagany, D. J., Mfg. Co. 6
Hess, G. Wallace 71
High Art Fixture Co. 67
Hoskin, Robert 70

Illinois Show Case Works 7
Interchangeable Fixtures Co. 11
International Correspondence Schools 14

Johns-Manville, H. W., Co. 13

Koester School, The 51

Lyons, Hugh, & Co. 13

Merchants Advertising Co. 68-70
Milbradt Mfg. Co. 65
"More Talks By the Old Storekeeper" 64

National Cash Register Co. 49
Netschert, Carl 7
Newton Automatic Shading Pen Co. 68
Northwestern Compo-Board Co. 63
Norwich Nickel and Brass Co. .... Inside front cover
Novelty News 67

Ohio Suspender Co. 63
Onken Co., Oscar 9
Ottenheimer & Co. 54

Paasche Air Brush Co. 69
Palmenberg's, J. R., Sons 57
Pittsburgh Reflector & Illuminating Co. 59
Piqua Bracket Co. 2

Quincy Show Case Works 12

Reflector & Hardware Specialty Mfg. Co. 61

"Sales Plans" 72
Schack Artificial Flower Co. .... Inside back cover
Shenker, D. L. 71
"Show Window Backgrounds" 68
"Store Management," Complete 00
"Strong's Book of Designs" 00

Thayer & Chandler 70

Ventwell Store Front Co. 2

Wants, For Sale, etc. 71
Watkins, Frederick A. 59
Welch Mfg. Co. 4
Wilmarth Show Case Co. 5
Winter, M., Lumber Co. 12

Zouri Drawn Metals Co. 3

Publications of
THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of **$3.50.**

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of **$2.50.**

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of **$2.50.**

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of **$1.50.**

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	**$5.00**
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	**4.00**
"Sales Plans," prepaid and Merchants Record and Show Window, one year	**4.00**
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	**3.00**

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the porfolio desired must be requested with order accompanied by remittance of $2.00.

Little Straight Talks About Artificial Flowers

Talk No. 2—Why It Pays to Use Inexpensive Flowers

There is a limit to the money any window dresser can spend upon his displays—generally the amount is small compared with the results expected. For this reason it is up to the decorator to get the best possible value for the money he spends for flowers.

Schack flowers, made of paper, when placed in the window, are as handsome as imported flowers made of cloth. In shape, coloring and design they are as perfect as flowers can be made. What, then, is the advantage of paying twice as much for cloth flowers?

One of the arguments made by dealers in imported flowers, in justifying their high prices, is that cloth flowers can be used over and over again. We consider this a poor argument to put to an up-to-date window dresser. We believe that every practical window dresser will concede that it will pay him to use Schack flowers and throw them away rather than to use expensive flowers over and over again. Here are some reasons:

Reason No. 1 One of the most desirable features of a window display for an opening or any other important occasion is that the setting be fresh, new and different. Even if the old flowers retain their first freshness (which is not likely) they have been seen by the public before and appear stale.

Reason No. 2 Every season the prevailing colors of fabrics are changed, and the colors of the flowers used to decorate the windows must also be changed to harmonize with goods if the best results are expected. This cannot be done if flowers are used over and over again for several seasons.

Reason No. 3 If the decorator has on hand a lot of old flowers that must be used in his windows, he has to design the display to suit the flowers instead of selecting the flowers to suit the design he may have in mind. Even the most skillful decorator cannot do himself justice with this handicap.

Reason No. 4 Schack flowers are so inexpensive that they can be used profusely. You can plan out your displays and then select just the flowers and just the tint you want to harmonize with your merchandise and your setting. The flowers will be colored exactly as you want them, and they cost but half as much as imported cloth flowers.

On the other hand, if you want to use Schack flowers a second or third time, you can do so. They are substantially made from the best of materials and, with reasonable care in handling they may be used again and again.

If you have not used Schack flowers, you cannot realize how far a little money will go in the way of window decoration. Regardless of the amount of money you have to spend on your windows, you will find that Schack flowers will give you better results than any other kind. We have a flower for every need and the coloring HAS to be right as it is done from sample to your order without extra charge.

May we send you our latest circular—it contains many new suggestions that will interest every window dresser.

The Schack Artificial Flower Co., Inc., 1739-41 Milwaukee Ave., **Chicago**

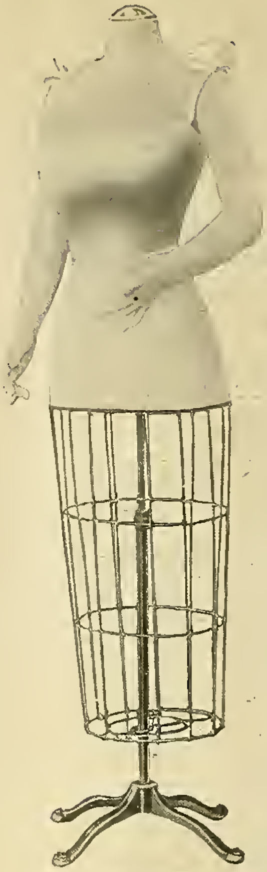
Curtis Says

THIS summer is going to be a "hot one" and if you want to keep up with the procession you'll need a few of these forms for displaying lingerie underwear, dainty summer dresses, evening gowns or suits. It's a dandy form for draping piece goods, too.

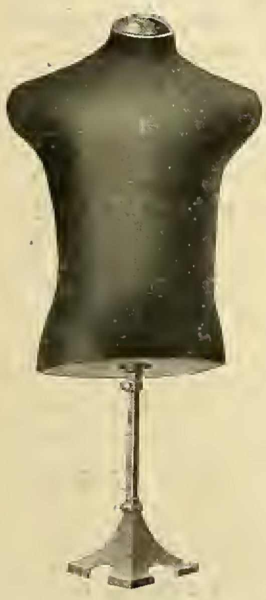
The bust and arms are of washable flesh-colored bisque and the body is white jersey covered. Fitted with tapered skirt and mounted on extension standard and heavy base.

Ask us the price. You'll be pleasantly surprised.

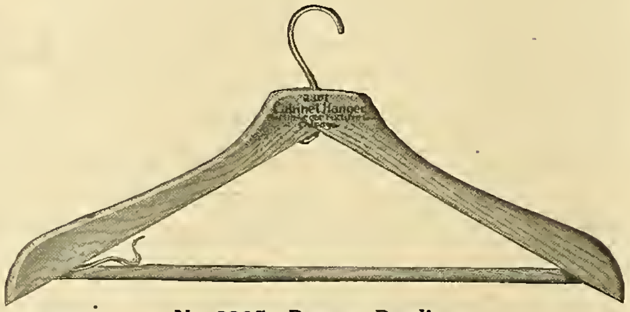
If this model doesn't suit your fancy, we have others that will.



No. 1823



No. 1907—Coat and vest form is exactly proportioned for the proper display of both sack and overcoats. The bust is of jersey covered papier mache fitted with metal neck cap and mounted on extension standard and 8 in. heavy base. May be had in any finish.



No. 2305—Patents Pending

See That Clip

This hanger is made of selected hard wood, smoothly finished, and shaped to conform to the lines of the human neck and shoulders. **The Spring Clip** (patents pending) prevents the trousers slipping off the bar and is far more simple and effective than the troublesome clamping devices with which many hangers are equipped. The simplicity and ease of operation appeals to busy clothing salesmen.

Let us send you a sample free

No. 1318—An ideal mirror for veiling and neckwear departments. Beveled plate-glass mirror is 10x20 in. and tilts to any angle.

Mounted on 7½ in. heavy base with felt protected bottom. A handsome and durable accessory and an ornament to your store.

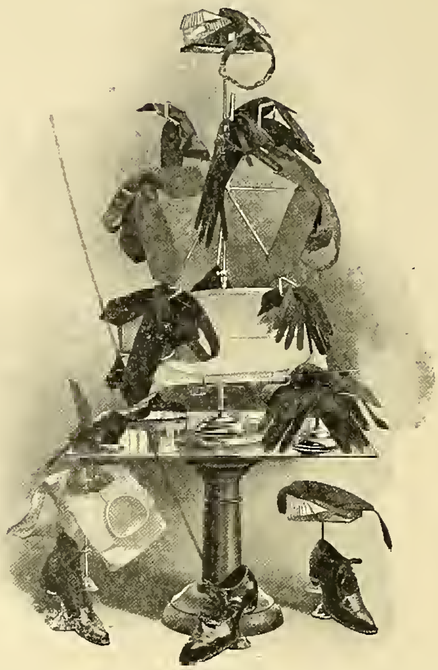
CURTIS-LEGER FIXTURE CO. 237 Jackson Blvd., CHICAGO

VOL. XXXII MAY, 1913 NO. 5

MERCHANT'S RECORD
AND SHOW WINDOW
J. Smith Store
Ye Olde Time Store
D.P.
CHICAGO

NORWICH FIXTURES

For twenty-eight years the standard. Quality first, price afterward. Best of material, finest workmanship. A square deal to all. Are not these points worthy of your consideration? Our catalog tells the story. Have you one? If not send for a copy to-day.



Salesrooms:
NEW YORK
712 Broadway

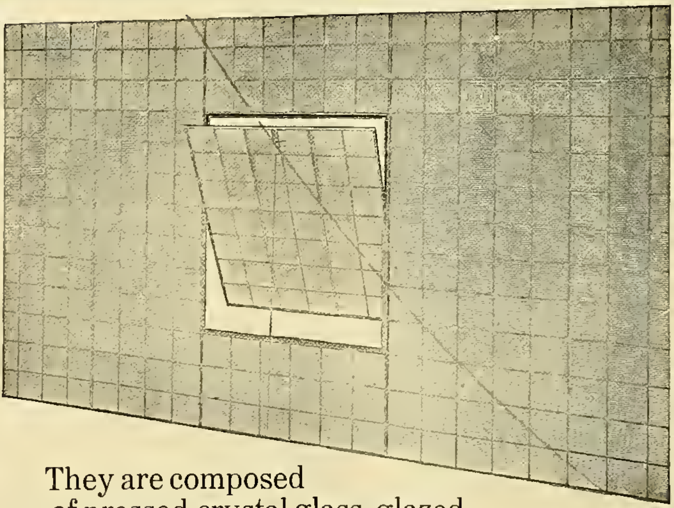
Salesrooms:
BOSTON
26 Kingston St.

THE NORWICH NICKEL & BRASS CO.

NORWICH, CONN.

Luxfer
Prism Transoms

Put Daylight Where It's Needed Most



Instead of plain glass in the upper part of your show window, install Luxfer Prism Transoms, and you'll get more daylight *inside* the store—where you want it.

The slight additional cost is soon saved by the economy it effects, through *natural* instead of artificial light. This economy is *permanent.*

Luxfer Prism Transoms not only *do good*—but *look good* from the outside. They are composed of pressed crystal glass, glazed in panels as shown, and are set in exactly the same manner as plate glass.

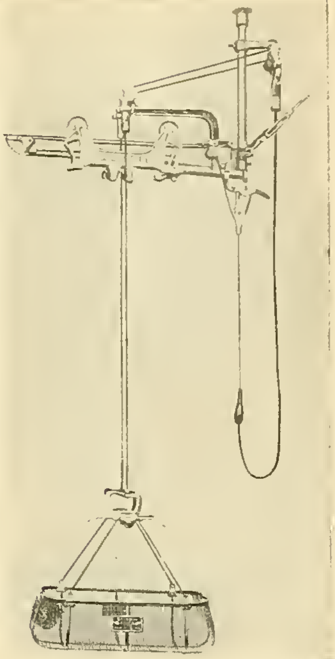
They are a real combination of the ornamental and the practical. Write for our book called "Luxfer Daylighting"—gladly sent on request.

American Luxfer Prism Company

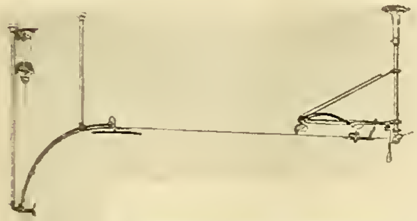
Chicago—Heyworth Bldg.
Boston—49 Federal Street
Cleveland—419-20 Citizens' Bldg.
Baltimore—812 Equitable Bldg.
Duluth—106 W. Michigan Street
Indianapolis—7 East Market St.
Kansas City—948 N. Y. Life Bldg.
Milwaukee—Stroh Bldg.
New York—507 West Broadway
New Orleans—904 Hennen Bldg.
Philadelphia—411 Walnut Street
Rochester—38 Exchange Street
St. Paul—615 Ryan Bldg.
Minneapolis—507 Andrus Bldg.
Dallas—Builders' Exchange
San Francisco—445-47 Turk Street
Los Angeles—928 S. Main Street

Why Lose Customers,

Valuable Time, and waste the energy of your salespeople by the old method of running back and forth with cash and package when this waste and loss of customers can be eliminated by the installation of the most modern (tried and true)



Showing Sales—Station of Our No. 17 with Basket Lowered to Receive Goods and Cash



No. 22 Overshoot

No. 23 Upshoot

The overshoot and upshoot solve hard carrier problems.

They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

Baldwin Flyer

Cash and Package Carriers

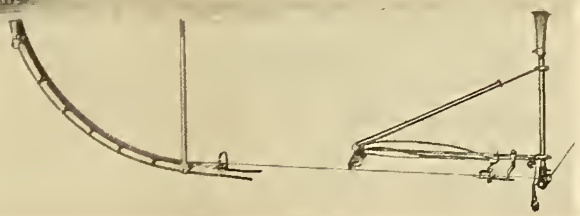
They will give quickest possible service and are noiseless, sure and safe. Neat and handsome in appearance. Make your old carriers help pay for a new, modern system—ask us how. You have to live with a system—get hitched up to one that you can depend on—A BALDWIN FLYER. Investigate and see for yourself. We challenge comparison, even to the most minute detail.

I Want You To Judge The Flyer

For yourself on its own merits. *See* it yourself and be your own judge. In order to make this easy for you, we will ship you one station or any number of stations of *The Flyer* Cash Carrier on thirty (30) days' *free trial* and if not entirely satisfactory ship back at our expense.

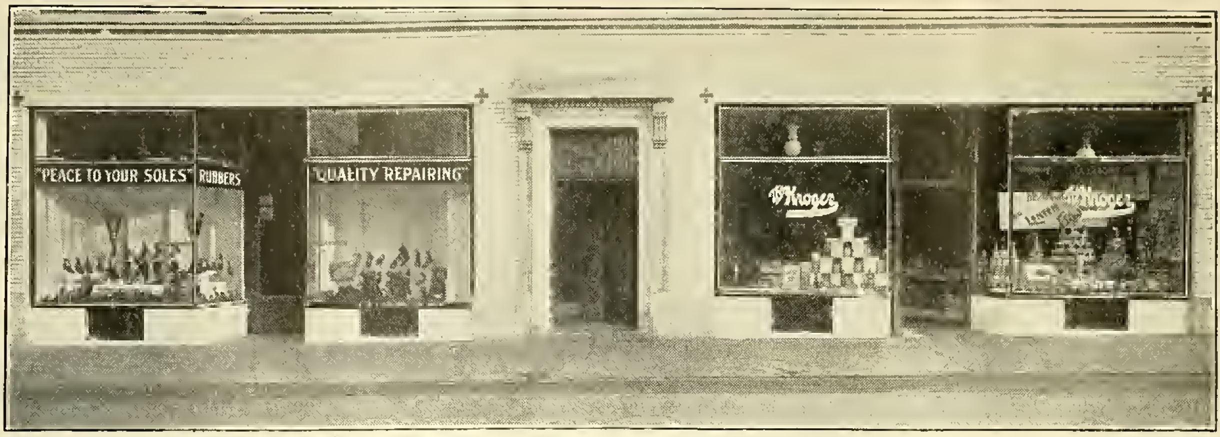
Baldwin Flyers are the result of twenty years' experience. Send us a diagram of your store to-day, showing about the number of stations desired and we will quote price on a complete system. If you want the best that skill, experience and money can produce, see us before you buy.

It will pay you to write for catalog



James L. Baldwin Carrier Co.
352 W. Madison St., Chicago
One Block East of New Northwestern Railroad Station

SAN FRANCISCO, CAL. Office Room 125 Hansford Block	LOUISVILLE, KY. Office 1409 Inter-Southern Building



THE ANTON FROELICHER STORES AND APARTMENTS, CINCINNATI, OHIO

FIRST IMPRESSIONS—Make Customers

What Impression Does the Buying Public Receive When Passing Your Store? Is the Front Working For or Against You?

THE VENTWELL METAL STORE FRONT

Never fails to make a good impression, it has that attractive appearance needed to give the whole front—display and all—an individuality which attracts favorable attention and "pulls" the business.

Ventwell Outside Ventilation Control is worth the price of the front itself—no other system possesses outside control, without which you cannot hope to have a dust-tight or frost-proof window.

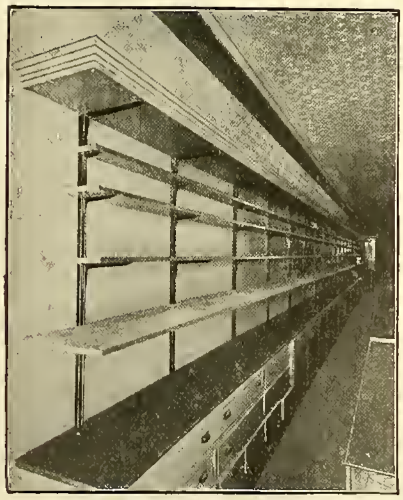
Ventwell is made of copper with steel re-inforcement, there is no better construction—it costs less than any other copper front.

Send for New Catalog and Samples
Designers and Estimators at Your Service—Write Today

THE VENTWELL STORE FRONT COMPANY
118 Noble Street
Cleveland, Ohio

MAKE YOUR SHELVES PAY A PROFIT EVERY DAY

Baine's brackets will provide enough additional shelf room for displaying merchandise to result in largely increased sales.



30% More Shelf Room

100% Added Appearance

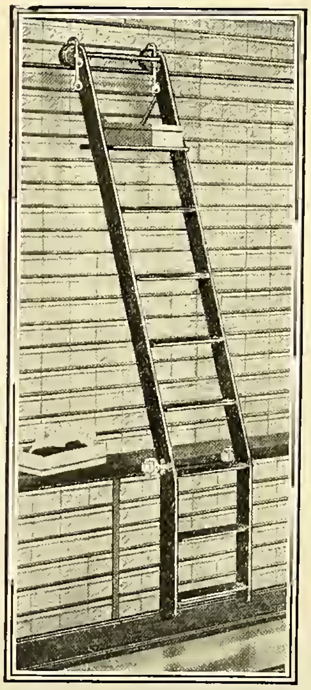
Baine's Adjustable Shelf Brackets

pay for themselves over and over again by added attractiveness to the goods displayed.

Write to us for particulars

PIQUA BRACKET CO., Piqua, Ohio

Milbradt Rolling Ladders



"The Only Way"

For Rapidity
Efficiency
Safety
Economy

Has every other system beaten to death

Milbradt Rolling Step Ladders

Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

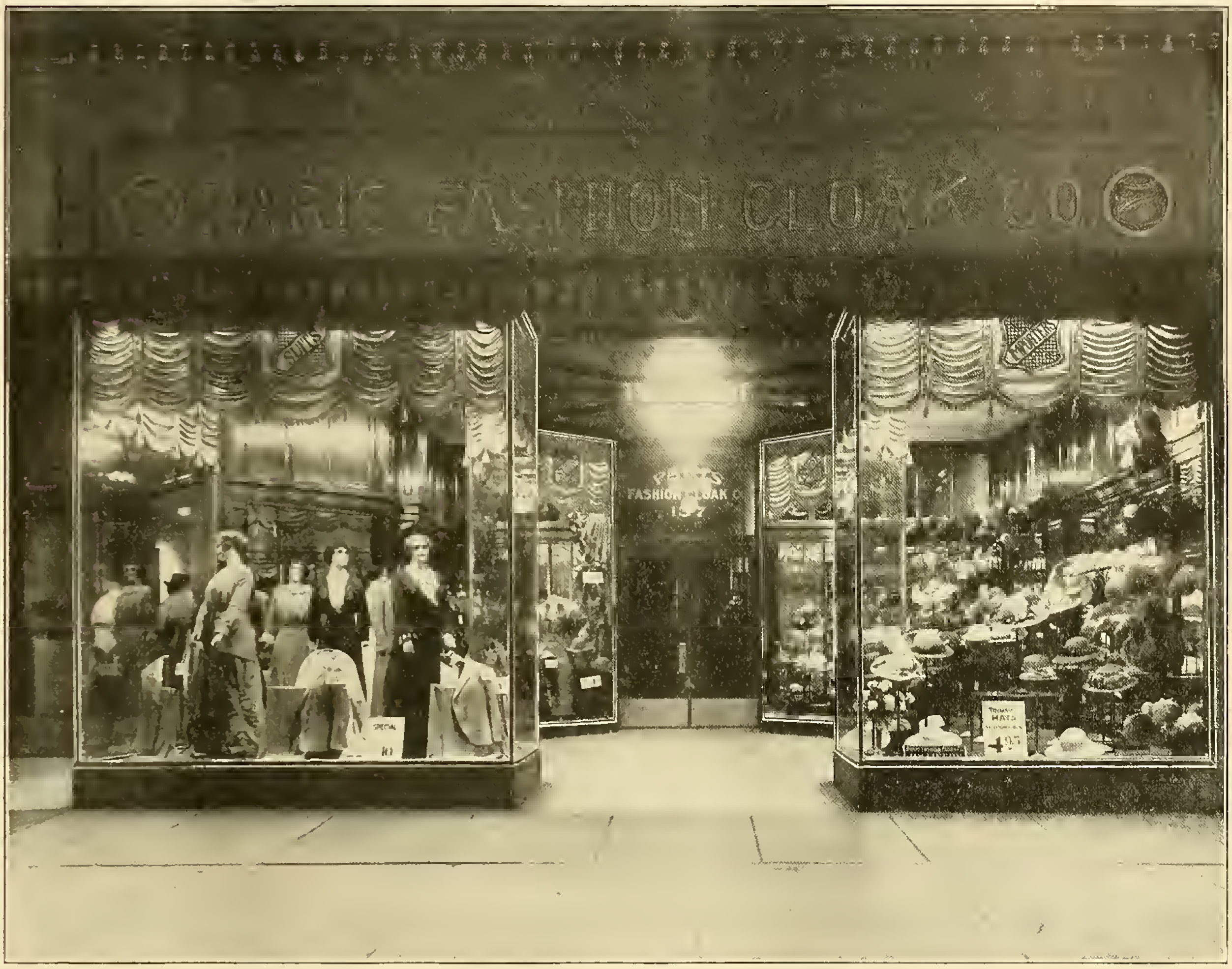
Send for Descriptive Catalog

Milbradt Mfg. Co.
1443 N. 8th St.
ST. LOUIS MO.

Zouri ← SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS → **Store Fronts**

OPERATING UNDER MURNANE AND MARR PATENTS

NO SCREWS VISIBLE



PARIS FASHION CLOAK COMPANY, 137 SOUTH STATE STREET CHICAGO, ILLIONIS

Economical Attractive Durable

The low cost of a Zouri Store Front is one of the many interesting features of our proposition.

By eliminating all screws in the face of the moulding we produce a front free from unsightly screws and one easily kept clean.

Zouri construction lasts longer than any merchant will find use for it. The small initial cost is spread over years of service.

Let us tell You how to secure Attractive Store Fronts.

TELEPHONE—TELEGRAPH—OR WRITE NEAREST BRANCH OR AGENCY

Zouri Drawn Metals Company

223-243 West Schiller Street CHICAGO, ILL.

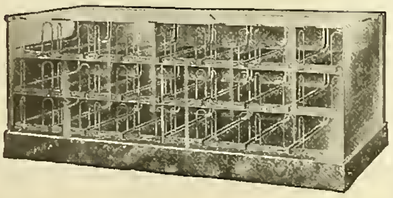
THE *Wilmarth* LINE

The "STORE BEAUTIFUL" is the one that is getting the most profitable business to-day. This is especially true in all lines where style and beauty of materials are essential factors. It is a well proven fact that, where the merchandise is right, a shop will obtain a big increase in business upon installing modern fixtures; it has been worked out time and time again.

Made In Grand Rapids

To get the best results means the *judicious* and *not* the *extravagant* use of money. Harmony of design and finish and perfection of workmanship is obtained by buying in the right place and not by paying the biggest price. THE WILMARTH LINE is made in the greatest woodworking section in the world and by the most skilled workmen; by a big plant long established.

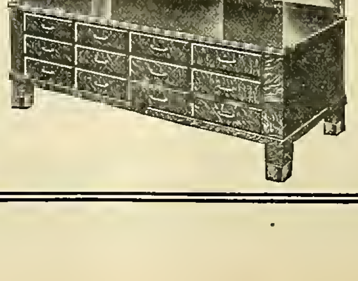
WILMARTH CASES are used by the finest stores in the country. We show above a recent "job" for the F. A. Steer F. G. Co., St. Louis. We are prepared to handle the complete installation—large or small. We will gladly make plans for your store and give you an idea of the cost. Meantime send for our large catalogue showing a number of cases specially designed for your business.

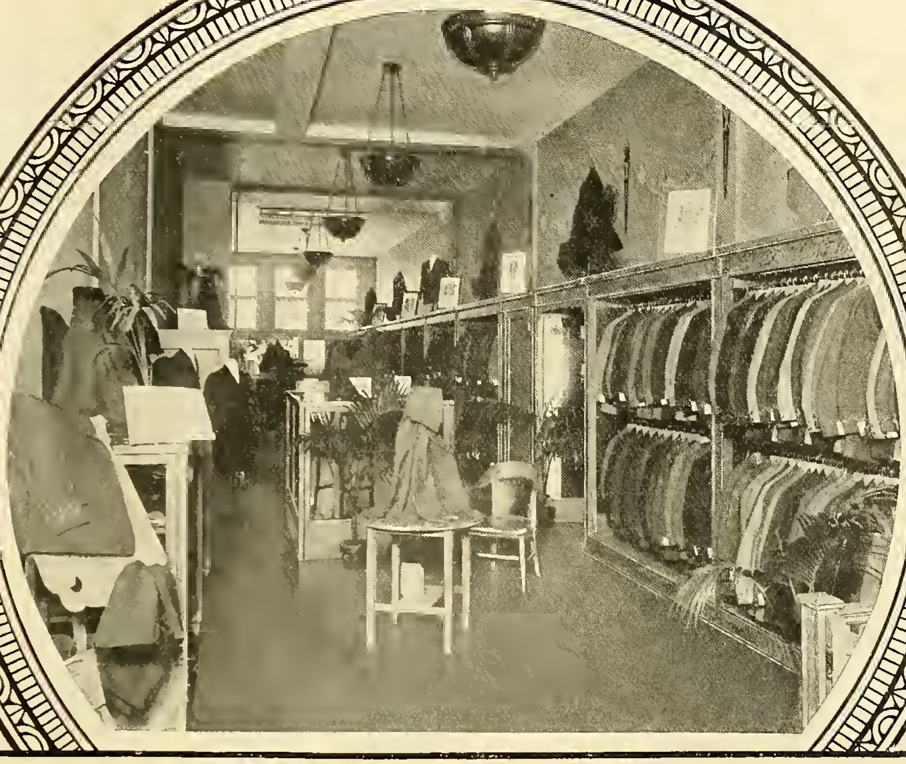


WILMARTH SHOW CASE CO.
1524 Jefferson Avenue
GRAND RAPIDS, MICHIGAN

SHOWROOMS
"Coast to Coast"

NEW YORK 732 Broadw'y
BOSTON, 21 Columbia St
PITTSB'RGH, House Bldg.
TAMPA, 215 Tampa St.
CHICAGO, 233 W. Jackson Blvd.
ST. LOUIS, 1118 Washington Ave.
MINNEAPOLIS, Kasota Bldg.
SAN FRANCISCO, 515 Market St.
DES MOINES, I. L. & T. Building





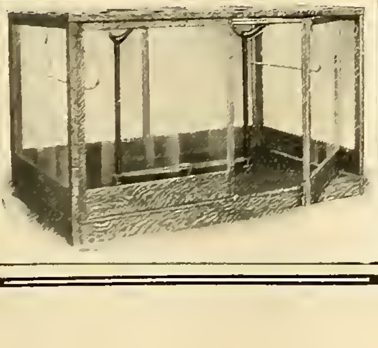
THE WELCH SYSTEM

AN ITERNATIONAL REPUTATION has been obtained by THE WELCH SYSTEM. We show above a view of part of the installation by The House of Hobberlin, Limited, Winnipeg. The fact that of all kinds made in Canada and the United States THE WELCH SYSTEM was chosen is of interest to all other discriminating buyers.

Made In Grand Rapids

THE WELCH SYSTEM is more than wood and glass, or simply a place in which to store and show merchandise. In this age of "efficiency" and "scientific selling" (otherwise known as the "common sense" age) it is the latest development in the evolution of apparel selling methods.

We have a 40 page book that will help you to "get the right line" on this problem. It will show you how the matter has been handled by some of the most capable merchants all over the country. Getting this book is like a call by an "efficiency expert"—and you may have one for the asking.



WELCH MFG. CO.

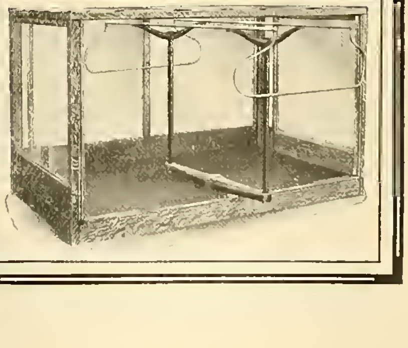
GRAND RAPIDS, MICHIGAN

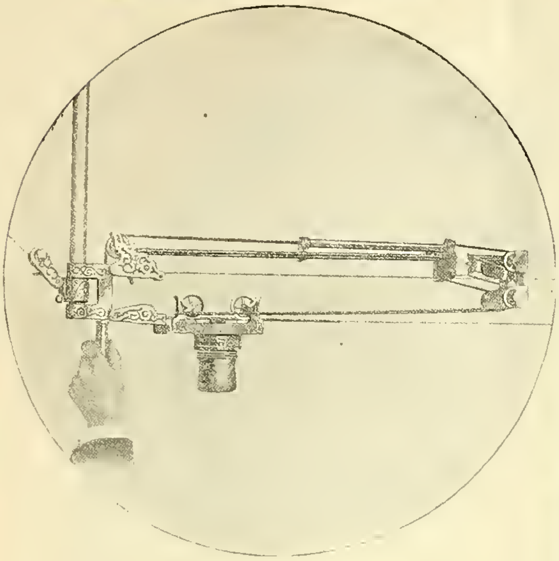
SHOWROOMS

"Coast to Coast"

NEW YORK, 732 Broadw'y
BOSTON, 21 Columbia St.
PITTSB'RGH, House Bldg.
TAMPA, 215 Tampa St.

CHICAGO, 233 W. Jackson Blvd.
ST. LOUIS, 1118 Washington Ave.
MINNEAPOLIS, Kasota Bldg.
SAN FRANCISCO, 515 Market St.





LAMSON

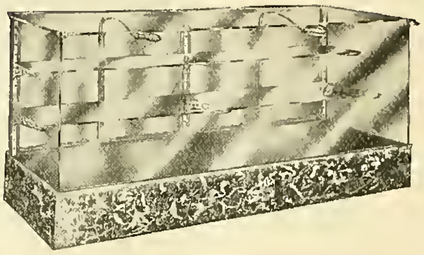
Announcement of Reduction in Prices

Recent Factory extensions—New Machinery—Improved Shop methods and Thirty-four years of experience enable the making of a voluntary reduction in selling and rental prices of all the well known LAMSON Wire Line Service.

Get Particulars NOW!

The Lamson Company
Boston, U. S. A.
Wire, Cable, Tube, Belt, Pickup Carriers
Representatives in all principal cities

SERVICE



Are You Satisfied With Your Fixtures?

Does your store really attract customers and make them feel that they want to come again? You know you must keep up-to-date—then why not use

"Quincy Special" Cases

They are trade-pullers; they are made to sell your merchandise in the most satisfactory and efficient way. They are made with thirty-four years of experience back of them, every year showing important improvements. We know just what every show case user wants and needs—that's why our factory has grown to such proportions—that's why our fixtures are in such big demand by retailers who know. "Quincy Special" Cases embody all that years of experience and an intimate knowledge of fixture necessities can give.

Learn more about "Quincy;" write for complete catalogs, they're free.

WRITE FOR ILLUSTRATED CATALOGS

Quincy Show Case Works
QUINCY, ILLINOIS

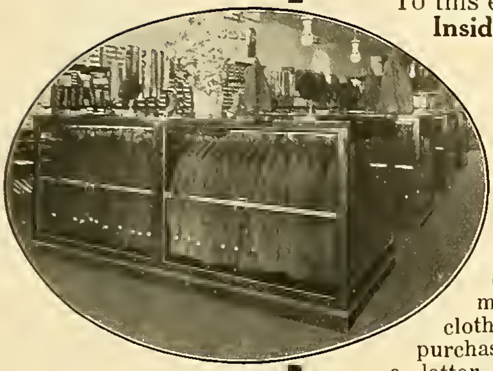
CHICAGO, Jackson Blvd. and Franklin St.
DALLAS, TEX. 907 Commerce St.
WICHITA, KANS. 301 Beacon Building
PITTSBURG, PA. 917 Liberty St.
JACKSONVILLE, FLA., 20-28 Julia St.

What You Want Is More Sales

You want a better, bigger, busier business—more come-often customers. To this end, consider now the intrinsic value of **The Show Windows Inside Your Store.** Then send for immediate information about

ILLINOIS SHOW CASES

"their superiority is so apparent"



Mr. Charles Parent, of the Parent Store, Iron Mountain, Michigan, recently wrote us "I am very much pleased with the two clothing cases and hat-wall case purchased from you. If you wish a letter from us regarding your cases, etc., let us know and we will give you one, recommending them to other merchants."

We can show you hundreds of other letters—we get them constantly—from merchants who likewise **know "Illinois"** cases are superior.

Make it a point **Now** to write for our new catalog of this incomparable line. Tell us in particular what kind of cases you are **Most** interested in, and we'll send you special literature.

"Illinois" cases have several new, important, exclusive **Patented** features. You cannot get **"Illinois" Up-to-Dateness** in any other case.

Their **Workmanship** and **Beauty** is unexcelled.

They are **Guaranteed** absolutely—or your **Money Back.**

Send for catalog **Now.** Tell us what you **Want.** It is our business to **Serve** you **Right**

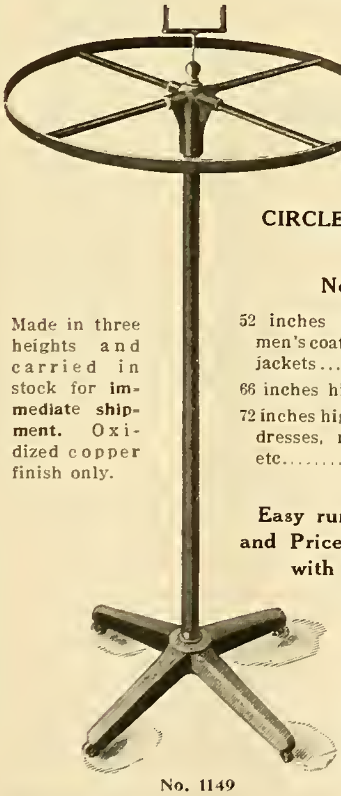
Illinois Show Case Works

1735-1743 North Ashland Ave. CHICAGO, ILL.

This Handsome Little Store

of the Bridgeport Clothing Co. of Chicago is furnished with Illinois Clothing and Show Cases. Mr. A. N. Masulis, the manager, says, "My stock sells faster, my clerks make quicker sales, my store is worth more since I put in your modern cases."

R & H REVOLVING GARMENT REELS



No. 1149

THIRTY DAYS' TRIAL IF YOU ASK FOR IT.

CIRCLE 30 IN. DIA.

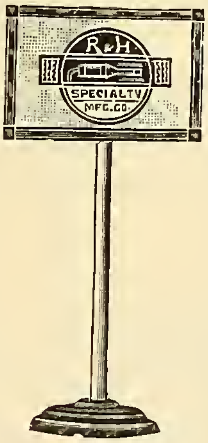
No. 1149

52 inches high, for men's coats and short jackets	each	$7.50
66 inches high	each	8.50
72 inches high, for long dresses, rain coats, etc	each	9.50

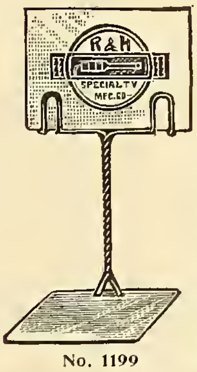
Made in three heights and carried in stock for immediate shipment. Oxidized copper finish only.

Easy running Castors and Price Card Holder with each Reel

ASK FOR CATALOGUE No. 12 DISPLAY FIXTURES



No. 1183



No. 1199

LOW PRICED CARD FRAMES

Non-Extensible

BASE—5 inches diameter.
STANDARD—⅜ inch diameter.
HEIGHTS—6, 8, 10, 12, inches.

FOR CARD 5½ x 7 INCHES
No. 1183. Price, per dozen.....$7.50

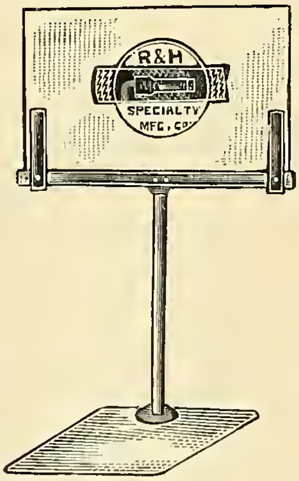
FOR CARD 7 x 11 INCHES
No. 1183A. Price, per dozen.....$8.80

FLAT BASE CARD STANDS

WITH 5 INCH CARD SPACE
BASE—3x4 inches flat steel.
STANDARD—¼ inch diameter.
HEIGHTS—5, 6 inches.
No. 1105. Price, per dozen.................$1.95

WITH 7 INCH CARD SPACE
BASE 4x4½ inches flat steel.
STANDARD—¼ inch diameter.
HEIGHTS—6, 8, 10, 12 inches.
No. 1106. Price, per dozen.................$2.15

WIRETOP CARD HOLDERS
BASE—3x3 inches flat steel.
HEIGHTS—2½, 4 inches.
No. 1199. Price, per dozen.................$1.30



No. 1105-6

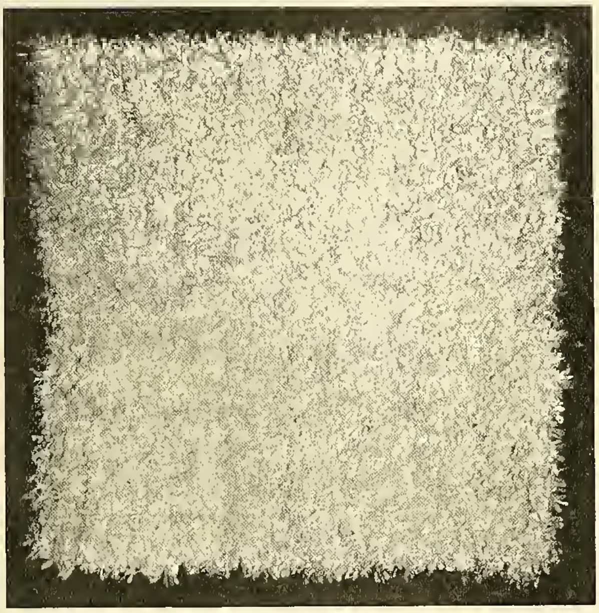
ALL JOINTS AND CORNERS WELDED TOGETHER BY ELECTRIC WELDING PROCESS. NO RIVETS OR SOLDER USED.

REFLECTOR AND HARDWARE SPEC. MFG. COMPANY

WESTERN AVE.
AND 22ND PLACE
CHICAGO

Flower Parades

Every city of any consequence will hold a flower parade of some kind this summer. Why not arrange for one in your town? It will prove a popular event and will boom business for your merchants. A good parade will bring in lots of out-of-town business; will keep local trade at home and will prove a general good thing for your city. Get started now and arrange for a big parade of decorated automobiles or floats. It will mean a lot of extra money for every decorator.



Made in Chyrysanthemum, Rose Poinsettia Effects. All Shades

This is the celebrated Botanical Floral Sheeting, the best ever produced for decorating floats or automobiles. Inexpensive, easy to apply and produces a fine effect. Mounted on heavy tarlatan, any color. Per square yard $0.75

We Are Headquarters *for* Decorations *for* Flower Parades

We have a splendid line of paper flowers and decorative specialties for trimming automobiles, floats and other vehicles. These are specially made for parade work and will be found to be the best designs, the best colors and the best values in this class of goods on the market.

Our well-known reputation for the best goods at the lowest prices stands behind these inexpensive parade goods the same as it does behind our famous high grade flowers. The Botanical guarantee of satisfaction goes with every thing we sell.

No matter what you want for parade decoratiing, we can save you money.

—Note These Special Prices—

All of the following are large and perfect in every respect—fully guaranteed. The stems of flowers are made short which reduces the price and is just as good for parade work.

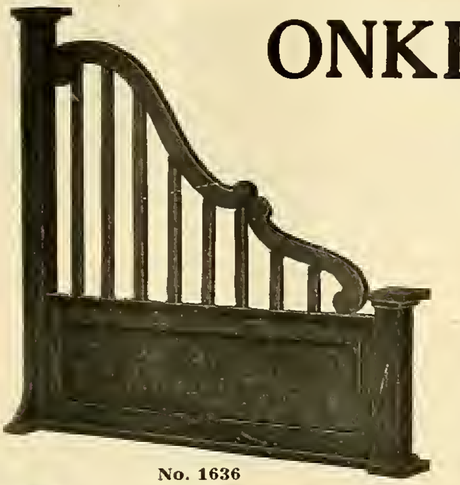
	Dozen	Gross
American Beauty Rose, large flowers, finely colored, with foliage, any color	$0.40	$4.00
American Beauty Rose, crepe paper, regular size, any color	.40	4.00
Apple Blossoms, in bunches, 5 flowers and 2 leaves to bunch	.65	7.00
Carnations, fine flowers and good foliage, any color	.12½	1.15
Chrysanthemums, regular size, perfect in form and color, any shade, without foliage.	.25	2.50
Chrysanthemums, with foliage	.35	3.00
Easter Lillies, regular size, white, with foliage	.35	3.00
Festooning, tissue paper, white, red, green and red, white and blue, comes in rolls of 30 feet, per dozen rolls	1.50	
Fleur-de-Lis, regular size in lavender tints, without foliage	.40	4.00
Horse Plumes, tissue paper, large and effective, any color	1.00	
Lilacs, large flowers and good foliage	$0.40	$4.00
Orchids, regular size with foliage, any color.	.40	4.00
Pampas Plumes, for horses or decorating, best imported, natural color	1.00	
Pampas Plumes, assorted colors, red, green, yellow, white or blue	1.25	
Poinsettias, regular size, any color	.40	4.00
Poppies, regular size, any color	.35	3.00
Roses, short stems, without foliage, regular size, any color, per hundred	2.50	
Snow Balls, regular size flower and foliage, white and yellow, with foliage	.35	3.00
Without foliage	.25	2.50
Water Lilies, perfectly colored flowers and good foliage, white and green	1.35	15.00
Water Lillies, perfectly colored flowers and able wings, $1.15 each	12.00	
Wistaria (Japanese), tinted with three sprays of foliage to each flower, regular size, per hundred	8.50	

ALL FLOWERS WITH LEAVES, STEM 12 TO 18 INCHES LONG, 35c EXTRA BY THE GROSS.

Make out your order from this list, or will send you a sample of any flower

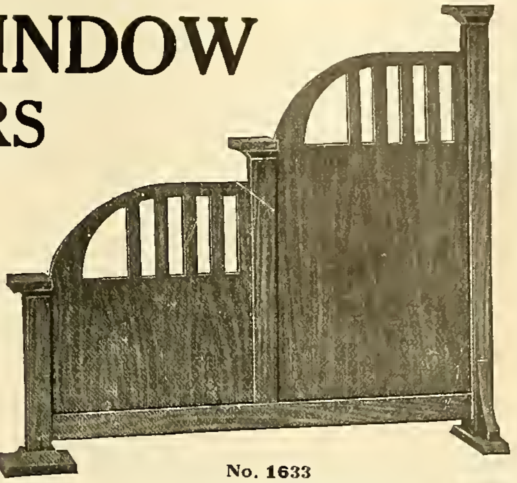
The Botanical Decorating Co., 504 S. Fifth Ave.
CHICAGO

ONKEN'S WINDOW DIVIDERS



No. 1636

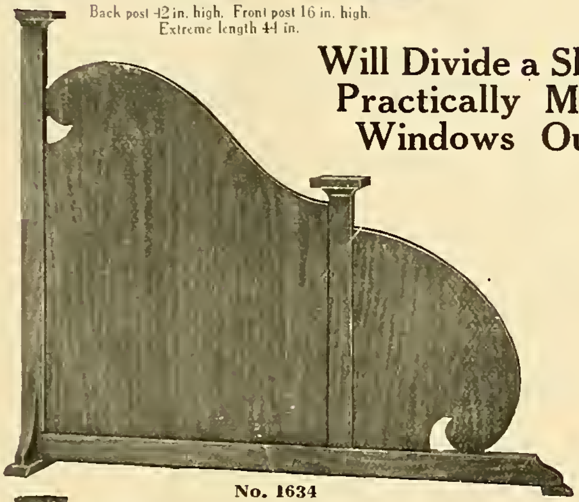
Back post 42 in. high. Front post 16 in. high.
Extreme length 44 in.



No. 1633

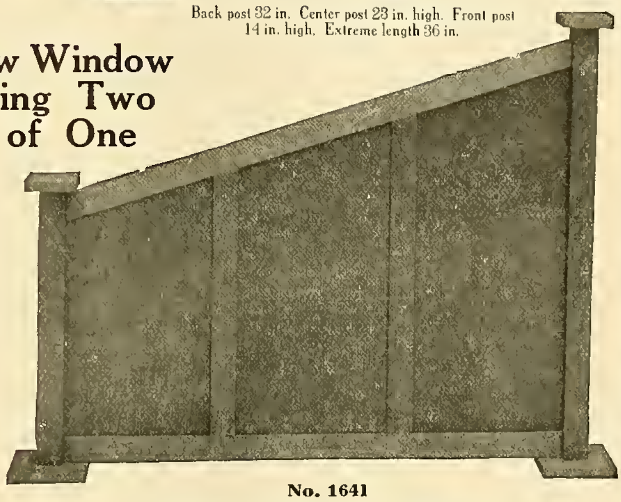
Back post 32 in. Center post 23 in. high. Front post 14 in. high. Extreme length 36 in.

Will Divide a Show Window Practically Making Two Windows Out of One



No. 1634

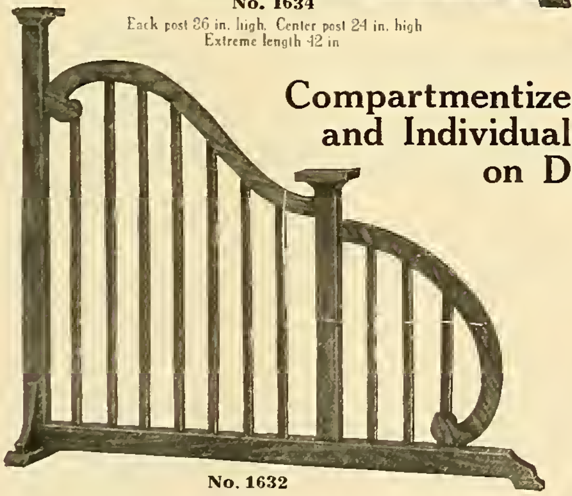
Each post 36 in. high. Center post 24 in. high
Extreme length 42 in



No. 1641

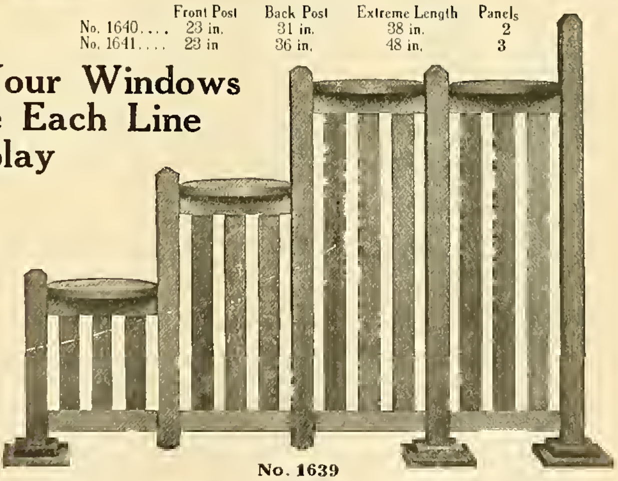
	Front Post	Back Post	Extreme Length	Panels
No. 1640....	23 in.	31 in.	38 in.	2
No. 1641....	23 in	36 in.	48 in.	3

Compartmentize Your Windows and Individualize Each Line on Display



No. 1632

Back post 36 in. high. Center post 24 in. high.
Extreme length 42 in.



No. 1639

	Front Post	Back Post	Extreme Length	Panels
No. 1642.........	18 in.	40 in.	42 in.	3
No. 1639.........	18 in.	40 in.	54 in.	4

"ONKEN WINDOW DIVIDERS"

are made in about 25 regular patterns in all styles and several woods.

We will make *Special Patterns* to order or will build them from drawings.

We will finish them to match the finish in your windows.

CATALOG No. 9 shows a full line of Arts and Craft Wood Window Fixtures, Triplicate Mirrors, Tilting Top Display Tables, Cloak and Clothing Racks, Window Dividers, Umbrella Cases, etc.

CATALOG No. 8 shows a full line of Shoe Store Chairs, Settees, Fitting Stools and Wrapping Tables.

We do not make show cases or wardrobe cabinets.

THE OSCAR ONKEN CO.

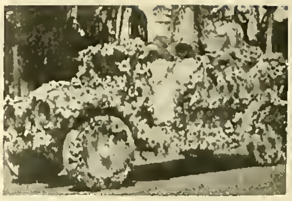
Established 33 Years

**No. 661 Fourth Ave.
Cincinnati
Ohio
U. S. A.**

Order through your JOBBER or DIRECT

The Oscar Onken Co., 661 4th Ave., Cincinnati, O.
Send Me Your Window Divider Particulars
Firm..
City..
Business.......................................
6

SCHACK'S
Floral Parade Book



The greatest book ever published on the subject of decorating Automobiles, Floats, Carriages, etc., for Floral Parades, Street Fairs, Home Comings, Industrial Parades, Carnivals and all other similar occasions. Just off the press.

300 FINE ILLUSTRATIONS FROM PHOTOGRAPHS

Never before has there appeared such a splendid collection of pictures showing so wonderful a variety of autos, floats and rigs decorated for occasions of every kind. They represent the finest examples of parade decoration that have ever been designed. Most of them are prize winners. It is a book that is indispensable to all who are interested in parade decoration as it contains hundreds of ideas that have never appeared in print before. Fine, clear pictures with descriptions and practical suggestions for parade decorating.

It costs us thousands of dollars to collect the photographs, make the engravings and to prepare and print this book, yet we offer it

FREE To Our Customers

If you are one of our customers this splendid book will be sent to you prepaid, without charge. If you are not one of our customers send us 50 cents for the book (a small fraction of its value) and we will credit this amount on your first purchase of $5.00 or more.

Send for this valuable book at once and organize a Floral Parade for your city. It will bring money-spending visitors into town and prove a fine general advertisement for your city. "Schack's Floral Parade Book" tells you how to organize a parade, how to decorate for it and how to make money out of it. We know all about promoting parades and will furnish you free with any advice or information you may need.

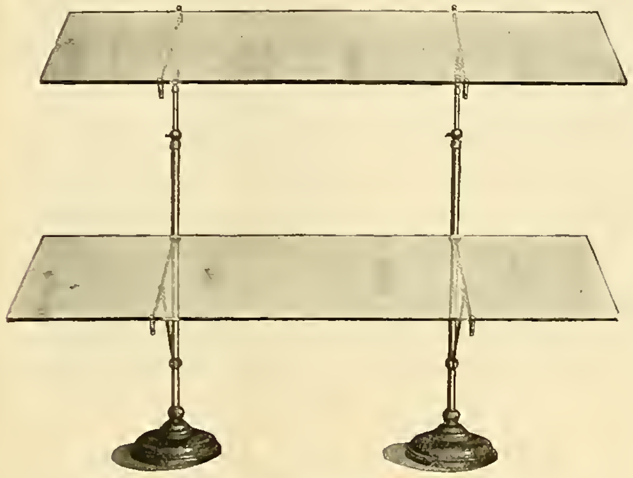
And remember that we have the largest and most varied stock of special flowers and other materials for parade decoration. We are specialists in this line and can supply you with anything and everything you want for trimming autos, floats, etc., at the lowest prices. We are the inventors and sole manufacturers of "Excello" the greatest material ever produced for parade work. This season we are offering many new things in which you will be interested.

Write Now for Our New Big Parade Book

The Schack Artificial Flower Co.

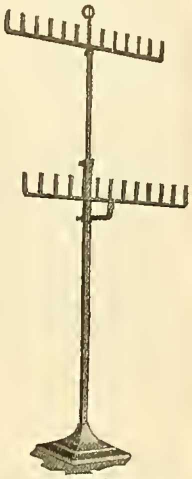
1739-41 Milwaukee Ave. - Chicago

Nearly all of the Large Stores in the Country Buy and Use Lyons Display Fixtures and Forms



No. 173. Tilting Glass Display Stand

New establishments give us their orders in open competition with all other concerns in our line. All this is the result of our long established reputation for originality, practical designing, honest workmanship and fair prices.



No. 142
Double Tie Stand

Send for Our Latest Catalogues and Supplements

We Manufacture Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Window Dividers, Store Stools, Clothing Cabinets, Triplicate Mirrors, Floor Cases, Wall Cases, Outside Show Cases, etc.

Hugh Lyons and Company, Lansing, Mich.

New York Salesroom, 686 Broadway
Chicago Salesroom, 313 Jackson Blvd.

No. 310b
ROSE VINE

Made of 3 large roses, 2 large rose buds, 10 fine leaf sprays.

Per doz. yards	$ 3.50
Per gross yards	35.00

This is an exceptionally good article.

Suggestion for June Bridal Window

Write us and we will tell you about it.

L. BAUMANN & CO.

357-359 W. Chicago Ave., CHICAGO

Write for our catalogue illustrated in colors.
We issue a circular on Auto & Float Decoration.

Most all of our Customers will have a new Window Trim soon, some May 15th and others June 1st. We would suggest Roses in Sprays, Vines and Garlands.

No. 331a
LILAC VINE

3 large clusters of lilac, 12 fine leaves, flowers in lavender, white or pink.

Dozen yards	$ 2.40
Gross yards	.00

Illustration shows liberal use of Compo-Board in windows of "The New England" Minneapolis

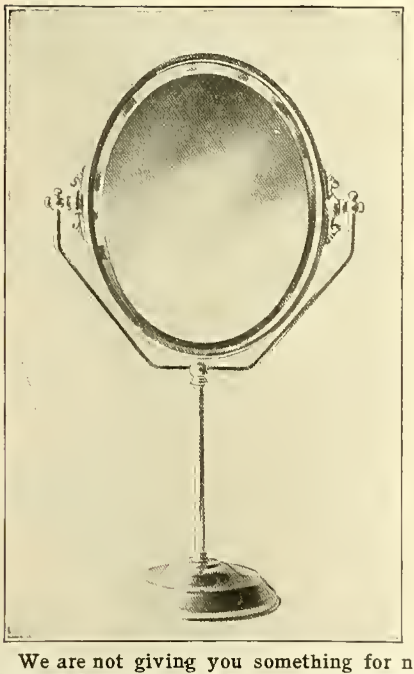
Compo - Board
FOR
BACKGROUNDS

Compo - Board is built with kiln-dried slats as the foundation; pressed between layers of air-tight cement and specially prepared paper into a stiff straight sheet ¼ inch thick. It is sold in strips four feet wide by one to eighteen feet long. It will not warp or split and is not affected by heat, cold and moisture.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No.
MINNEAPOLIS, MINN.

AN INDUCEMENT



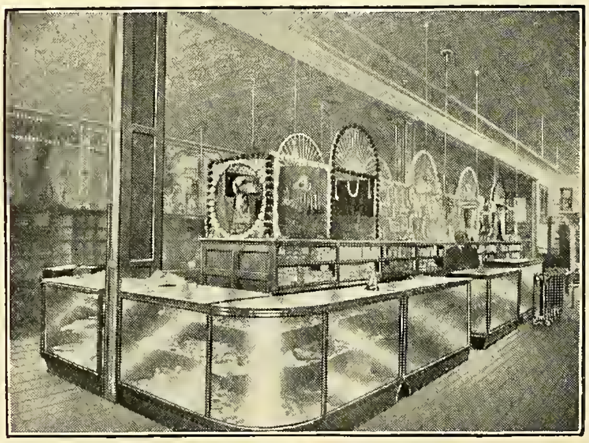
Mirror 8x10.
Oval Bevel
Plate

Standard and
Frame
Finished in
Nickel, Brass
or Oxidized
Copper.

We are not giving you something for nothing, *but*, for every $10.00 order of fixtures we will give you one of these beautiful Counter Mirrors free of charge. Send for our catalogue and make your selection *of Fixtures only.*

The Great Central Novelty Co.,
Cor. Second and Sycamore Sts.
CINCINNATI, OHIO

WINTER FIXTURES
THE STANDARD OF QUALITY, STYLE AND PRICE
Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

THE M. WINTER LUMBER CO.
HIGH GRADE FIXTURE MAKERS
Established 1865
SHEBOYGAN, WISCONSIN - U.S.A

IS IT FROM WINTER? — THEN IT IS RIGHT

J-M Linolite and Frink Systems of Lighting

Will Make Quick Sales for You

Show Window, Saks & Co.'s Store, N. Y. Lighted by J-M Linolite and Frink Systems.

The proper lighting of your store, show cases and show windows, is the best advertisement you can possibly make to favorably impress the people you wish as customers.

Goods well lighted are half sold, because if the goods are readily seen, their value is appreciated, hence good lighting increases your sales.

By installing the J-M Linolite and FRINK System of Store Lighting, we have increased the sales of merchants all over the country.

FRINK Reflectors diffuse and concentrate the light where wanted, but not with the blinding glare which is a common fault in most store lighting systems.

You see the light—but you cannot see the lamps—they are out of sight. All the light is focused on the goods—none is wasted on sidewalks, or annoyingly reflected in the eyes of spectators.

Whether you are building a new store, remodeling, or simply interested in Perfect Window Lighting, it will pay you to write our Engineering Department for full information. Write nearest house for helpful suggestions and advice on lighting your store.

H. W. JOHNS-MANVILLE CO.,

SOLE SELLING AGENTS FOR FRINK PRODUCTS

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THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

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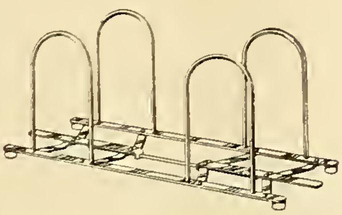
Buy Your Fixtures by Mail and Save Money

Our new Factory Building—where Heagany "No-fall-to-pieces" fixtures are made.

You can't get better fixtures than ours at any price — but, you can save real money in buying from us. One reason is because we sell by mail exclusively. We have no travelling-men's salaries, commissions or expenses to pay and this big saving goes to you and into the quality of the fixtures you buy from us. And, remember, everything we sell is positively guaranteed.



No. 144

No. 144 — Adjustable Necktie Holder

The most nearly perfect holder of the kind on the market. Easily adjustable to any width of ties, gloves or hosiery, and stays in the position you put it. Simple, strong, efficient and can't get out of order. Has fibre feet that will last forever but will not scratch the showcase.

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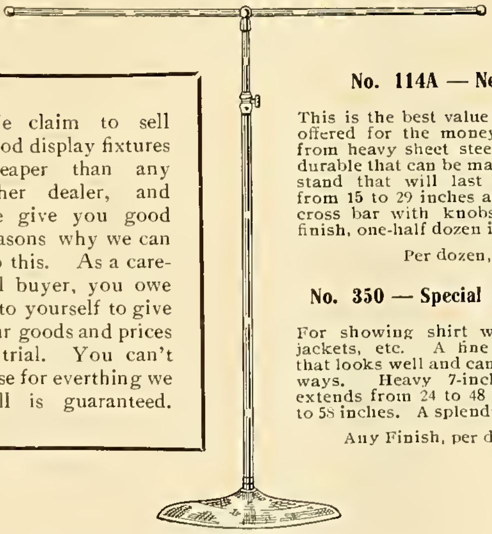
We claim to sell good display fixtures cheaper than any other dealer, and we give you good reasons why we can do this. As a careful buyer, you owe it to yourself to give our goods and prices a trial. You can't lose for everthing we sell is guaranteed.



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No. 114A — New T-Stand

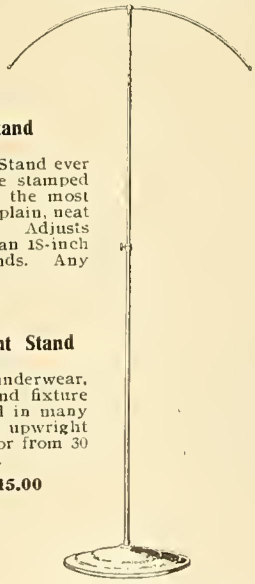
This is the best value in a T-Stand ever offered for the money. Base stamped from heavy sheet steel and is the most durable that can be made. A plain, neat stand that will last forever. Adjusts from 15 to 29 inches and has an 18-inch cross bar with knobs on ends. Any finish, one-half dozen in box.

Per dozen, **$7.00**

No. 350 — Special Garment Stand

For showing shirt waists, underwear, jackets, etc. A fine all-round fixture that looks well and can be used in many ways. Heavy 7-inch base; upwright extends from 24 to 48 inches or from 30 to 58 inches. A splendid value.

Any Finish, per dozen, **$15.00**



No. 350

The D. J. Heagany Mfg. Co., 1121 Washington Bvd. corner of May St., Chicago

The New Window Trimming Course

Prepared by the International Correspondence Schools, of Scranton, Pa., teaches how every line of merchandise can be successfully displayed to attract the attention of the public.

1
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13
14

One of the Lines of Merchandise Taught in the Course—other lines are treated in the same practical manner

One of the new features of the Course is the dividing off of displays and units into squares that represent 1 foot. These squares enable the student to tell at a glance the exact spacing, sizes, and heights of fixtures; and with the clear explanation in the text he is quickly enabled to grasp the manner in which drapes, folds, twists, and other details are made This plan of laying out the window in squares has been followed throughout the Course and will prove of great assistance in studying any display.

This New Course in Window Trimming has the indorsement of the best window trimmers in New York and Chicago.

Through study of this Course you will be enabled to become an expert window trimmer, or increase the volume of your own business.

Catalog and full description sent free.

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Please explain, without further obligation on my part, how I can qualify for a larger salary in the position, trade, or profession, or gain a knowledge of the subject before which I have marked X.

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Plumbing & Heating
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Building Contractor
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Architectural Drafts.
Structural Engineer
Mining Engineer
Mine Foreman
Gas Engineer
Automobile Running

*Name*____________________
*St. and No.*____________________
*City*____________ *State*____________
*Present Occupation*____________________

MERCHANTS RECORD
AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 5

MAY, 1913

Single Copies
Twenty-Five Cents

FACTORY FIXTURES

THE BETTER GRADE OF CLOTHING THAT IS NOW BEING OFFERED BY MANUFACTURERS DEMANDS A BETTER WAY OF SELLING—OLD FASHIONED METHODS DRIVE TRADE AWAY

Ninth Article

IN THE whole field of advertising there is no more conspicuous example of the tremendous results from persistent and well directed publicity than in the ready-to-wear clothing trade. This applies both to men's and women's wear. We can all remember the time when the expression, "hand-me-down," was used as a derisive designation for all clothing that was not made to order by a custom tailor. In those days, ready made clothes carried their own identification so obviously that it was only necessary to glance at a suit to determine whether it came "off the shelf" or from a tailor. The average price of a ready made suit was somewhere around $15 and overcoats were rarely sold for more than $20—no one wore these suits who could afford to go to a tailor.

Today this is all changed. There are dozens of big factories that turn out immense quantities of clothing that in point of style, fit, workmanship, materials and general appearance is equal to the best tailor work, and superior to anything the average tailor turned out in the old days. Ready-to-wear clothes are now made good enough for anyone, no matter how particular he may be. The designers and cutters for the big factories are high salaried experts who are masters of style. They have developed clothing of such character that the phrase "hand-me-down" is no longer used as a term of ridicule. Today there are thousands of men regularly wearing ready made clothes who would not have dreamed of doing so a few years ago. They wear them because it is more convenient to do so. All that is necessary is to step into any good clothing store; try on a suit and it will be delivered the same or the following day, instead of waiting a couple of weeks and going through the various fittings necessary for the tailor to turn out a suit.

Large numbers of ready made suits for men are now sold for $35 and more and overcoats sell readily at $40 or $50. In fact, the prices of good ready-to-wear suits are now about the same as the average tailor charges, and most men pay these prices without hesitation for the reason that they know they are getting their money's worth. More and more ready-to-wear clothing will be sold every year. This change has been brought about largely through clever advertising. The clothing manufacturers have been vieing with each other to turn out the best possible product and they have continuously kept this product before the public. The highest priced artists have been employed to illustrate advertisements that are circulated by the million; no expense has been spared in securing the most capable advertising men, and this persistent and intelligent publicity, exploiting merchandise of the highest order of merit has succeeded in building up a wonderful popularity for ready-to-wear clothing.

Every retailer can now carry a line of clothing that has merit and is widely advertised—a line that will practically sell itself if given a fair chance. There are so many makers of good clothes today that every retailer has only to select one or more lines and then adjust his local advertising to fit in with the national campaign conducted by the manufacturer. But the retailer does not always do his part. In many cases, from misguided ideas of economy, he fails to take advantage of the splendid opportunities offered him. He has the goods but he fails in the matter of service to his customers.

In a previous article we stated that merchandising has reached a point where the public demands good service. There are many merchants however who re-

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fuse to realize this. Because they have always conducted their stores in a certain way, they persist in the belief that they can continue to follow the same methods. In this they are mistaken. Running a store today is a very different matter from what it was twenty, or even ten years ago. The buying public has been educated to a point where it is far more critical than it once was. Good service is not only expected but is demanded and if it cannot be had at one store the customer will go to another that is conducted along more modern lines.

In giving good service to customers, the merchant has his greatest opportunity to build up his business. It is seldom that he can have any material advantage over his competitor in the matter of merchandise or prices—these are fixed in a general way by conditions. But the merchant can make his own store service. He can make it indifferent or good according to the manner in which details are handled throughout the store. Possibly the greatest factor in good store service lies in the selling force. A competent force of capable and considerate, well mannered salespeople is the first essential to good service—the next most important essential is good store equipment. It is impossible to give good service to customers with old fashioned and unwieldy store equipment.

This is a point in merchandising that many otherwise shrewd business men fail to grasp. They have managed for years to get along with their clothing piled on tables and the rest of the stock carried in the antiquated fashion of long ago--this equipment has always served its purpose, so why go to the expense of installing the modern equipment? That is the whole thing—the expense. The average merchant who has been conducting a successful business is decidedly averse to spending money for fixtures. He will spend large sums on advertising and in other ways, but when it comes to an investment in store equipment, every penny of expenditure is grudgingly made. This may not apply to all merchants but it is an all too common failing. Proper store equipment is just as necessary as proper merchandise. And one of the wisest investments the merchant can make is to buy the fixtures necessary to the proper showing of his goods.

If there is a merchant who conscientiously doubts this, let him make an unbiased comparison of two stores, one of which is equipped in the modern way and the other in the old fashioned way. This can be done in any big city. Take for example the new "Hub" store in Chicago or Rogers, Peet & Co. in New York, or any other big store that has been equipped recently with modern clothing cabinets and other store furniture of the latest type, and compare it with any other store in which the merchandise is carried in the old fashioned way. Any fair minded merchant will be compelled to admit that the modern store is vastly superior to the old timer. The merchandise is kept in much better condition; it is displayed more attractively; it can be handled more quickly and conveniently by the salesman; space is conserved and the general appearance of the store and stock are greatly improved. To all of these advantages may be added the important one of making it much more easy for the customer to make his selection.

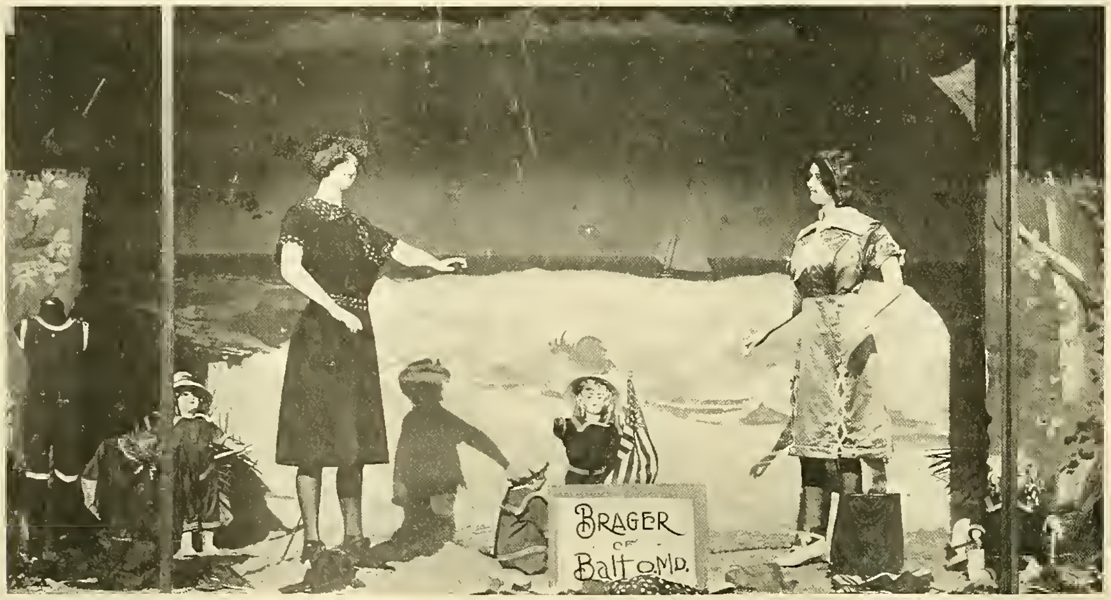
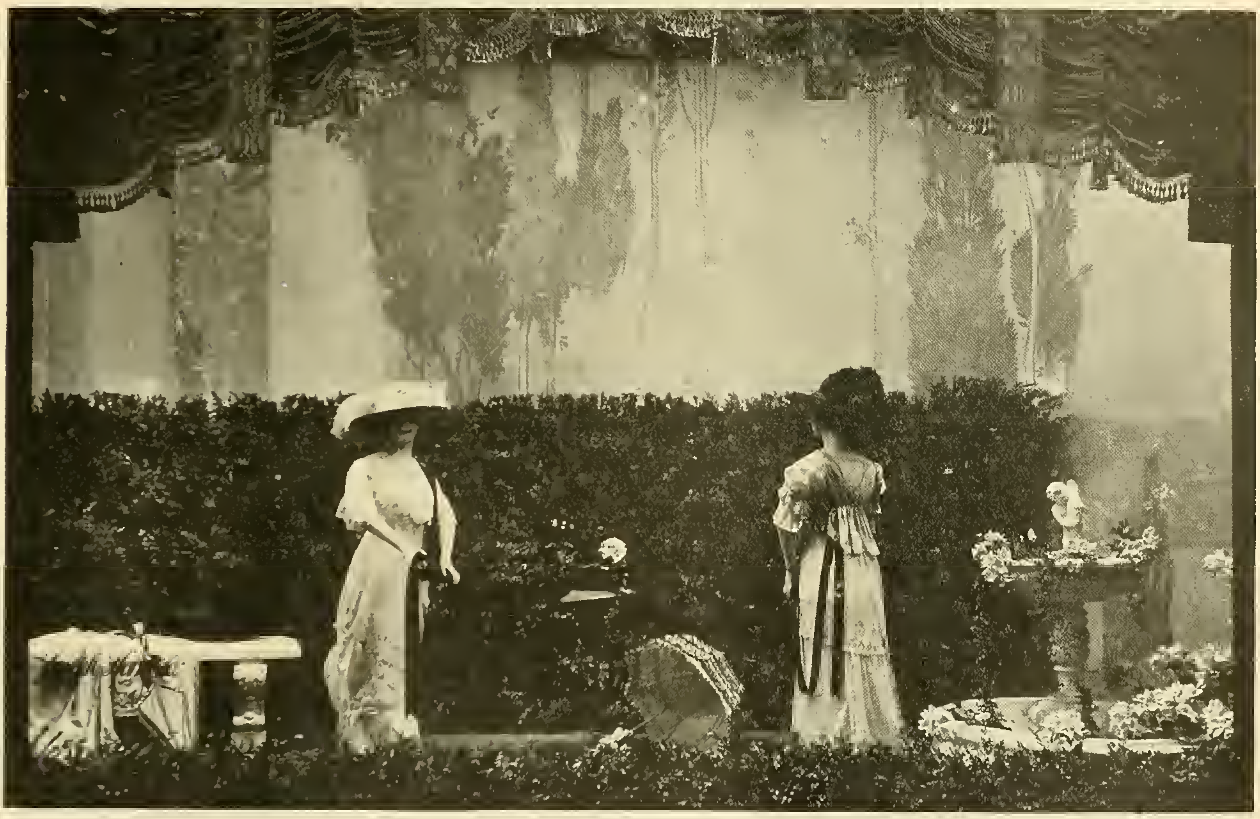


Plate No. 7189. Bathing Suit Window by Louis M. Hart man for A. A. Brager, Baltimore, Md.

This photograph is greatly marred by reflections which make it almost impossible to get the real effect of the display which was an attractive one. The background was a painting showing the ocean. This was supplemented by a cut out scene at the ends and across the top. The figures show for themselves.

The fine clothing that is now being made and widely advertised deserves to be shown in the retail store to its best advantage. Instead of being carried in big piles of wrinkled and distorted garments the stock should be carried in such a way that every coat can be taken out and shown to a customer in its best light. Twenty years ago there were many merchants who thought it was a waste of money to advertise or to make attractive window displays. These merchants have all been converted and sooner or later they will be converted to the belief in the necessity of modern fixtures. In the meantime the pioneers who are first to install the new kind of fixtures will gain an immense advantage over their slower going competitors just as surely as the pioneers in advertising got an immense start over those merchants who continued to believe that money spent for advertising was thrown away. Modern fixtures are not a luxury; they are a business necessity and the sooner they are installed, the sooner they will pay for themselves.



Plates Nos. 7190-92. Opening Displays by E. M. McCartney for Joseph Horne Co., Pittsburgh, Pa.

These are three of ten windows that were all handled in practically the same manner. The entire back of each window was covered with a big scenic canvas painted in light tones of spring colors. The painting was done in an impressionistic posterlike effect, no two of them being alike. Slightly in front of each painting was a hedge made of real English boxwood. Along the front of each window, close to the glass was a much smaller hedge also made of English boxwood. The floors were covered with green velvet of about the same color as the foliage. The windows were further decorated with stone garden ornaments and fountains filled with roses and other flowers. This made an exceptionally rich setting. It was appropriate for all kinds of goods.

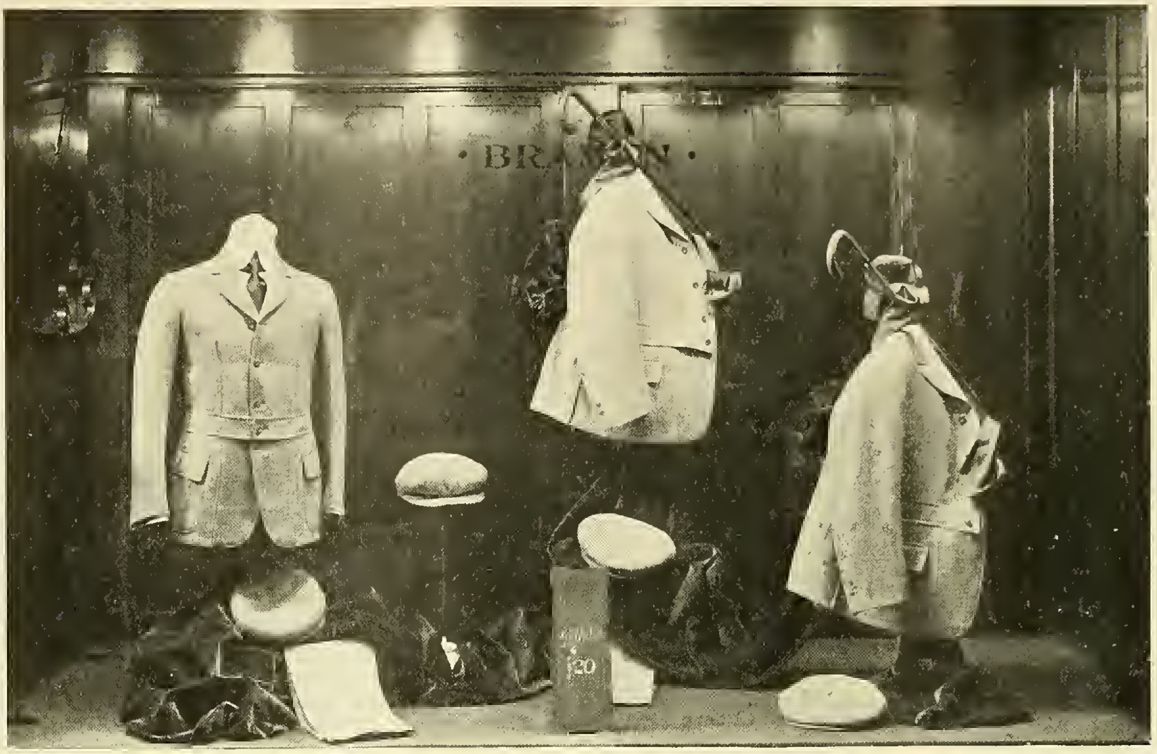


Plate No. 7193. A Clothing Display by Arthur Wm. Merry for the Braman Clothing Co., Denver, Colo.

Here is a simple but highly attractive display of spring Norfolks all of which were in a light tan color. One coat was carefully fitted to a form to bring out the graceful lines peculiar to this model. The other two were draped on stands to bring out the soft roll lapel and other desirable features to good advantage. The chief effectiveness of this trim is not apparent in this picture as it was due to the generous use of rich purple velour which afforded a fine contrast to the light tans and made the strongest kind of a color scheme. A scarf of the same shade was used on the form. Caps matching the suits and two canes completed a striking display.

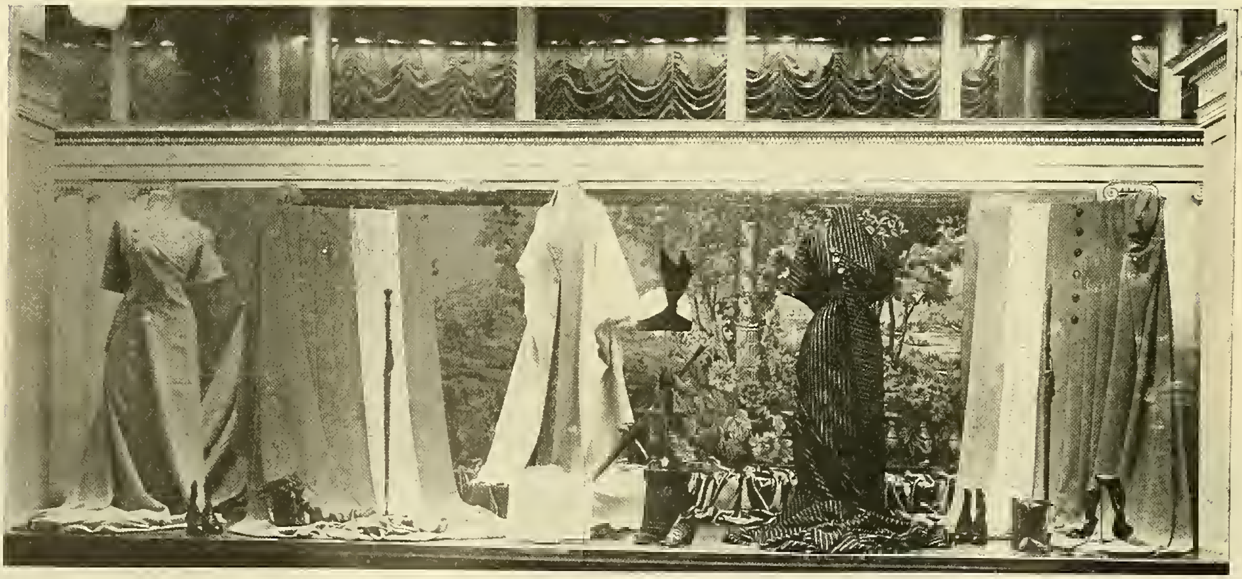


Plate No. 7194. Dress Goods Display by Harry H. Heim for Lipman, Wolfe & Co., Portland, Ore.

In this display there were shown four pieces of spring woolen dress goods, two of which were shown on full forms with lace and buttons to match. The other two were draped very plainly over high stands at either end of the window. Accessories were used such as shoes, gloves, bags and hats all of which were appropriate for wear with gowns made out of the materials shown. The background was a large piece of tapestry stretched smoothly along the back. It extended from the cornice down to a platform one foot above the level of the floor. This platform was covered with gold velour. This proved a very profitable display.

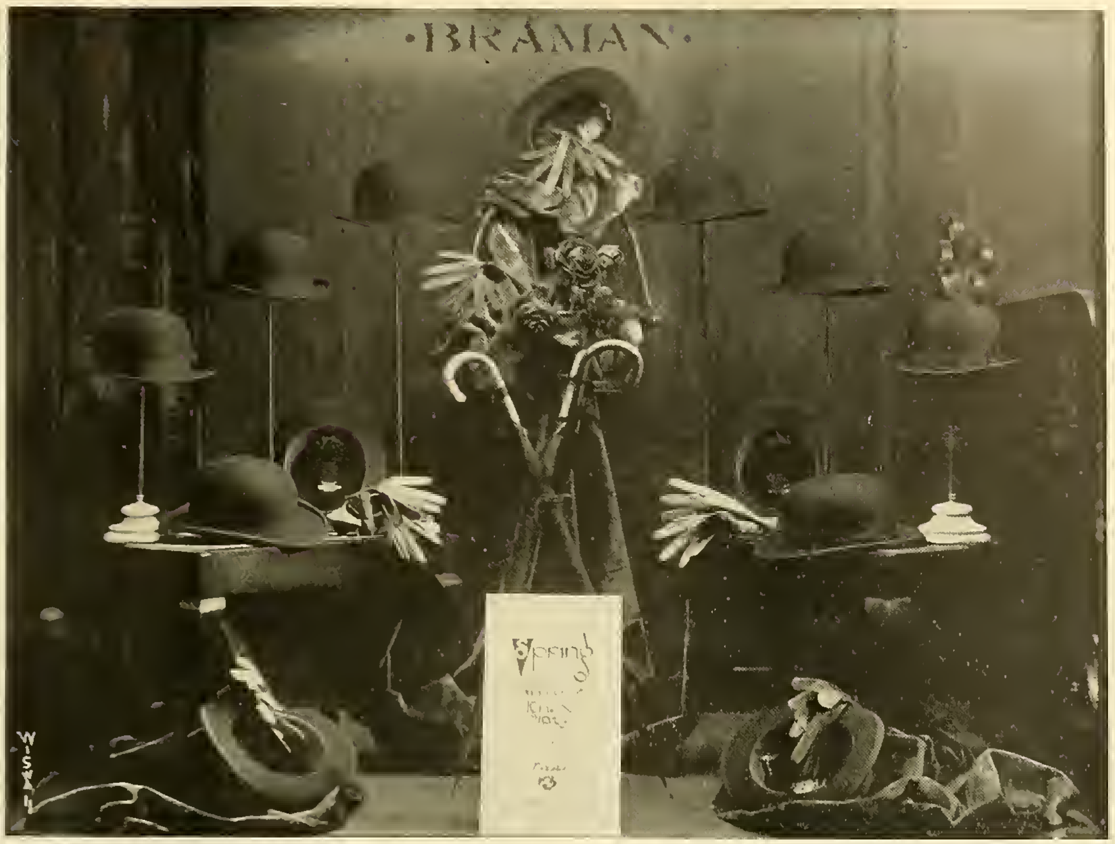


Plate No. 7195. Display of Spring Derbies by Arthur Wm. Merry for the Braman Clothing Co., Denver, Colo.

This is an excellent display of hats. Three different blocks were shown being arranged to show the different sides of each style. American Beauty roses and green plush gave color to the display and a few gloves and umbrellas were added. While simple, this was a pleasing arrangement.

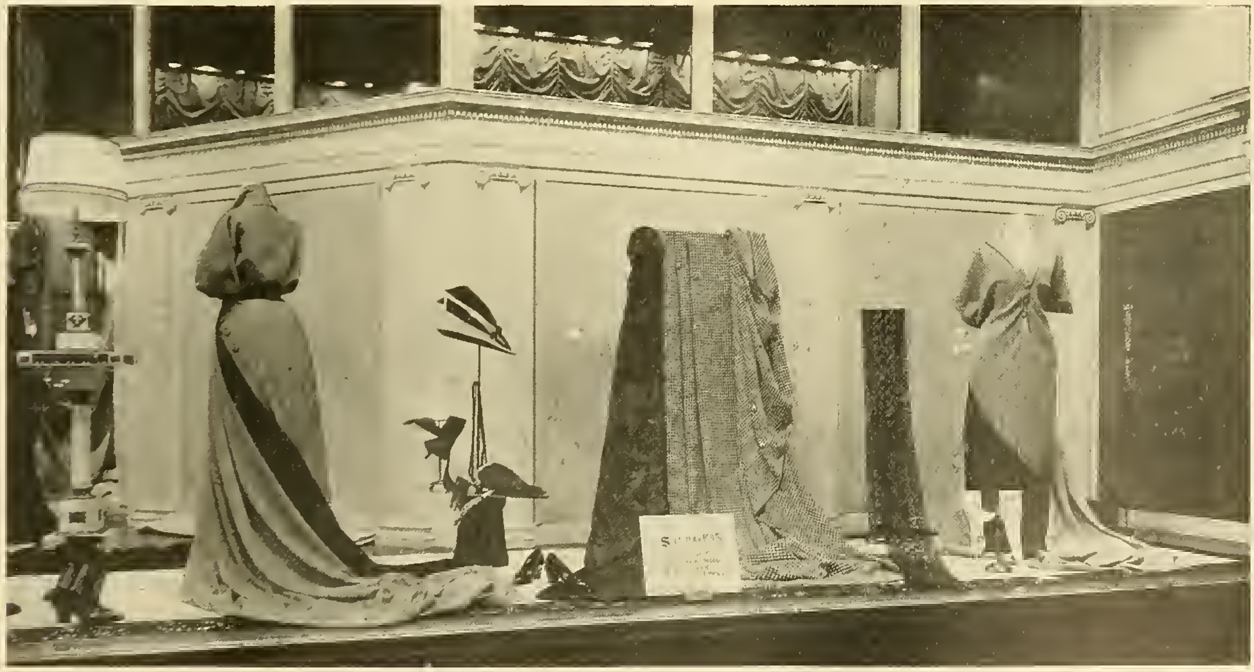


Plate No. 7196. A Good Dress Material Display by Harry H. Heim for Lipman, Wolfe & Co., Portland, Ore.

This was a black and white display and the arrangement is so simple that little explanation is required. The background and the floor were both covered with dress goods. The two full forms were draped in narrow striped black and white material trimmed with black silk and buttons to match.

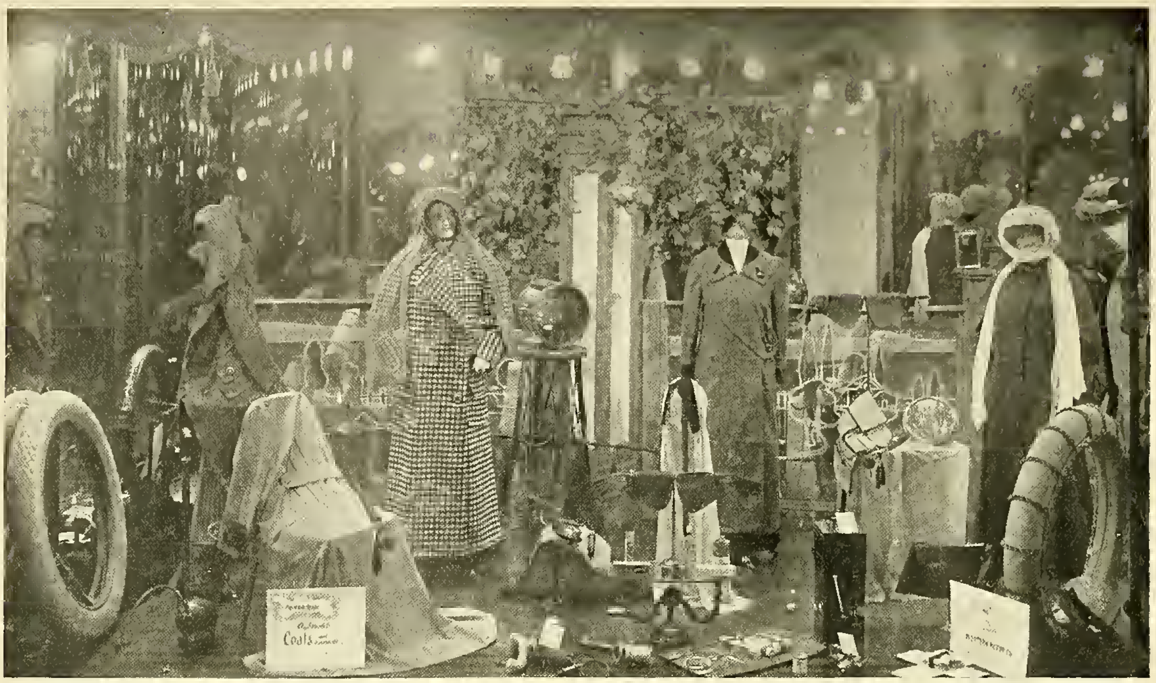


Plate No. 7197. Display of Auto Apparel by J. E. Winner for the White House, El Paso, Tex.

This picture shows how a little carelessness can spoil an otherwise good display. It also shows that there is more to draping a form than merely hanging the garment over the fixture. For example, look at the form with the plaid coat. It is well handled in every way. The coat is carefully fitted and padded out with tissue paper as it should be. The wrinkles have all been eliminated and the coat shows at its best. Then look at the coat on the headless form slightly to the right of the middle—note the slouchy way it is buttoned and wrinkled. It certainly presents anything but an attractive appearance and it is doubtful if any woman would buy this coat after seeing how poorly it appears in the window. The coat that is hung over the high stand at the back on the left side is also arranged about as badly as possible. It is so mussed up that it is impossible to tell whether it is a boy's suit or a woman's coat. These two coats might be stylish garments if they were properly displayed, but in this window they make a mighty poor showing. It is due to Mr. Winner to state that he was not guilty of the faults mentioned. Two coats had been sold from the display and the mussed up ones were put in by a helper. When Mr. Winner saw the work of his assistant, he had it photographed to illustrate an error that is frequently made by window dressers who overlook the necessity of attending closely to details. A novel feature of this display was arranged by having two Prestolite and two electric head lamps lighted at night. They attracted much attention.

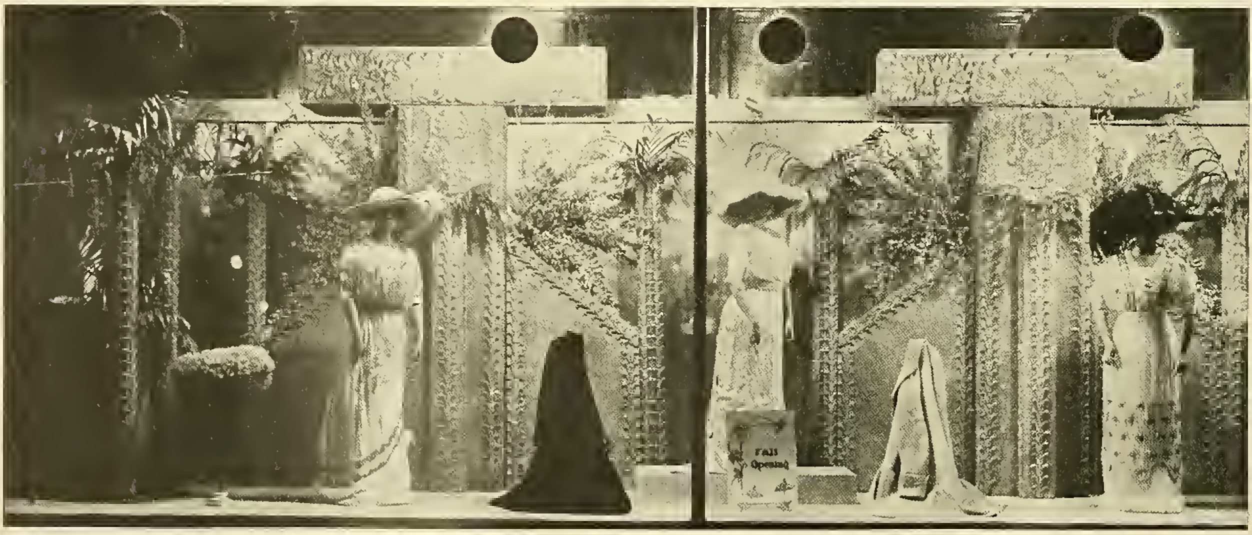


Plate No. 7198. Special Display by C. W. Drake for R. E. Kennington, Jackson, Miss.

The columns and other structural work in this window were made of composition board and finished in rough stone effect in green bronze. The relief work was handled in the same way. Ferns and palm leaves finished in gilt were used in connection with dainty fall foliage in air-brushed tints. The background was gold and the floor tan. A companion window was treated in the same manner.

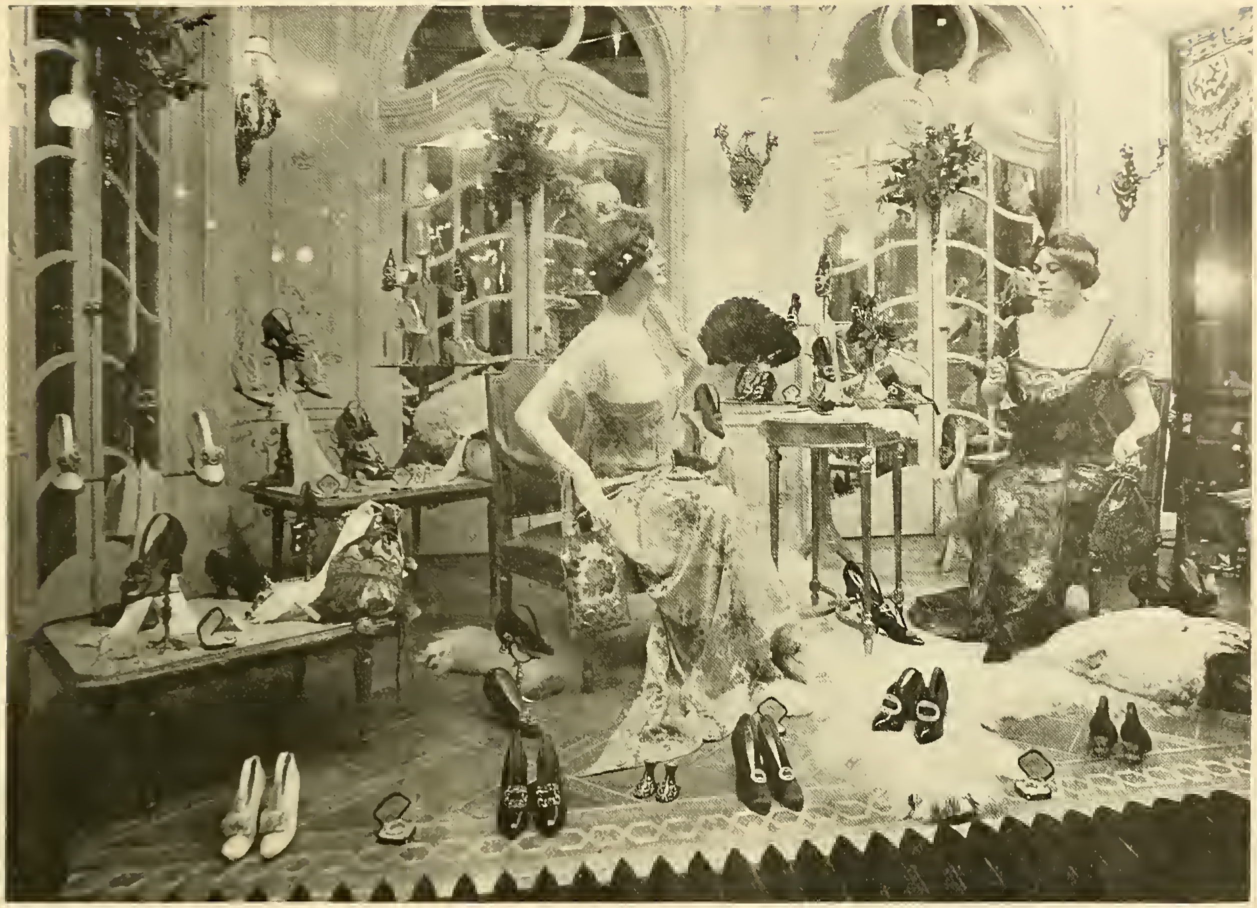


Plate No. 7199. Display of Evening Slippers by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

This picture shows what is said to have been one of the finest displays of slippers ever made. Only the handsomest slippers were used in this window and they were arranged in an unconventional manner in pairs. Various accessories to evening wear were shown with the slippers. The two handsome figures were made in Paris under the direction of Mr. Koerber. They are remarkable examples of accurate posing.

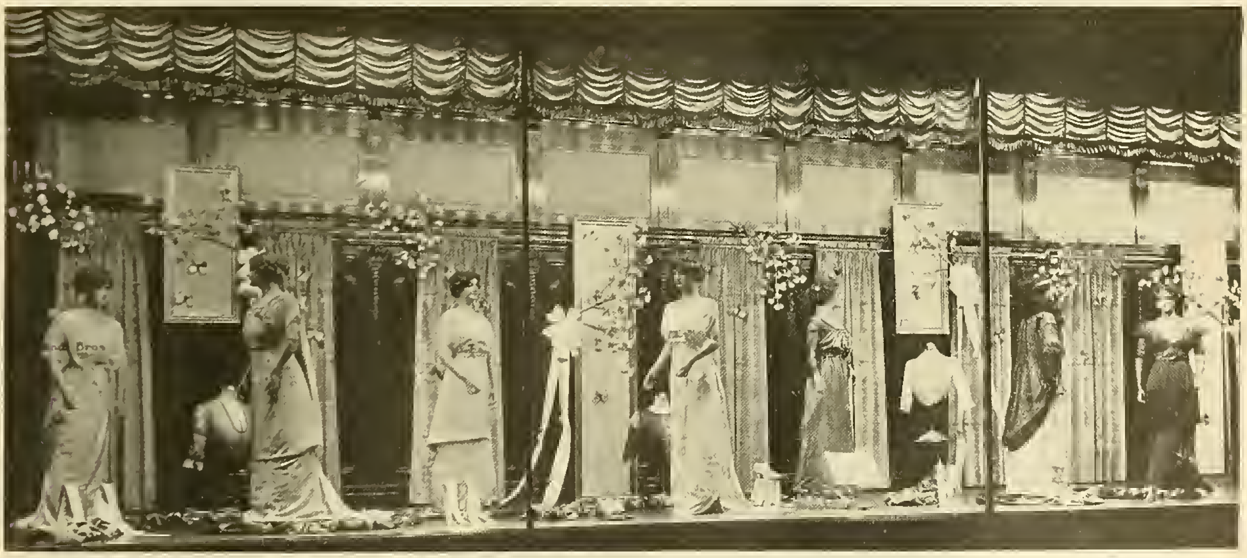


Plate No. 7200. A Handsome Spring Display by Jesse O. Buckwalter for England Bros., Pittsfield, Mass.

This window has a mahogany background which was hung with light tan silk velour curtains closely shirred at the tops. The plain panels were pink felt placed over rough stretchers and inserted in frames made of 3-inch gold picture moulding. Over these panels were arranged imported Japanese cherry blossoms in pink and glass butterflies in various colorings. Tan velour was puffed over the floor to break the bareness of the hardwood. While this setting was quite simple it was unusually rich, the color combination being especially attractive.

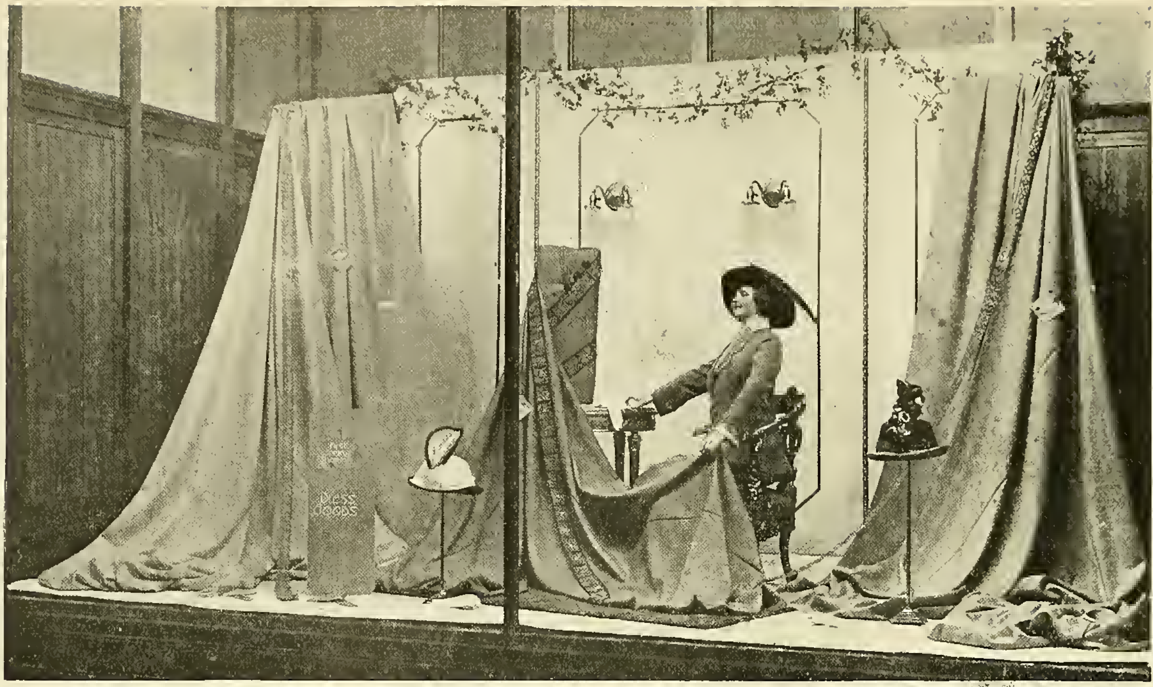


Plate No. 7201. Dress Goods Display by F. White for the Auerbach Co., Salt Lake City, Utah.

This is an unusual dress goods display in that a figure dressed in a ready-to-wear gown of similar material to that in the drapes, has been introduced. The background was a simple panel effect, the divisions being made with light gilt molding. A little foliage was used at the top. Appropriate trimming was shown with each piece.

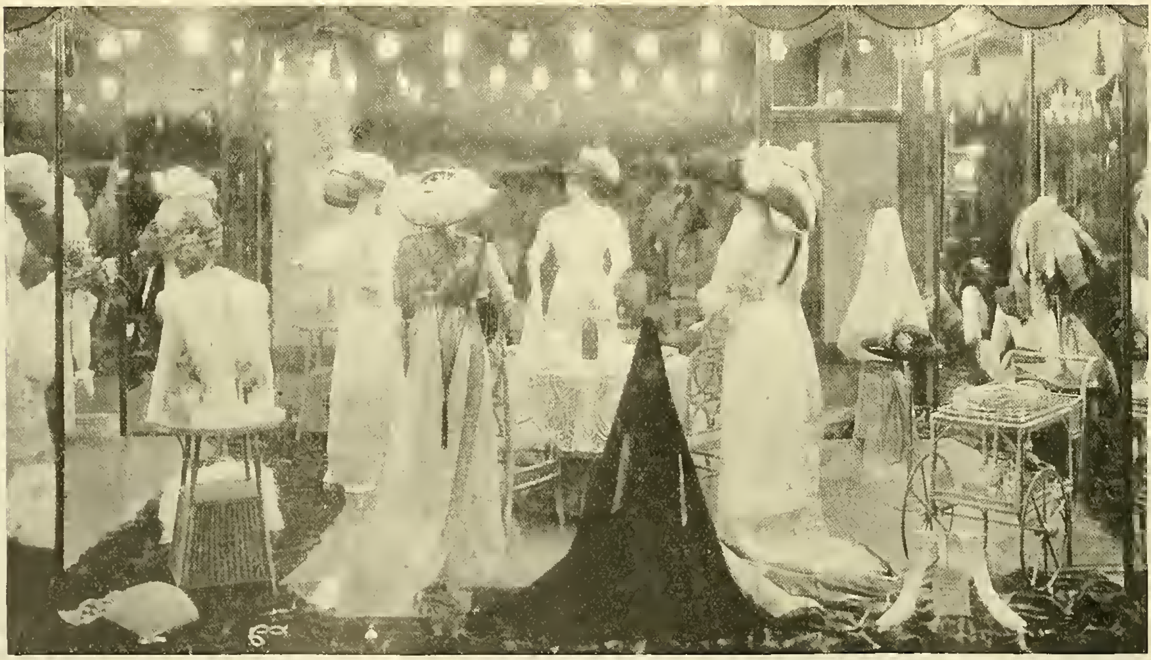


Plate No. 7202. Costume Display by J. E. Winner for the White House, El Paso, Tex.

A well arranged group of figures in a show window is always attractive, but there are few windows large enough to do very effective posing. The group shown here is well handled. The figures were arranged around a table as if just preparing to sit down to a luncheon. The table was carefully set with fine china and cut glass and at one side was a tea-cart with more china and glassware. Underneath were celery, olives, etc. Wicker furniture was used throughout. A few accessories were shown naturally.

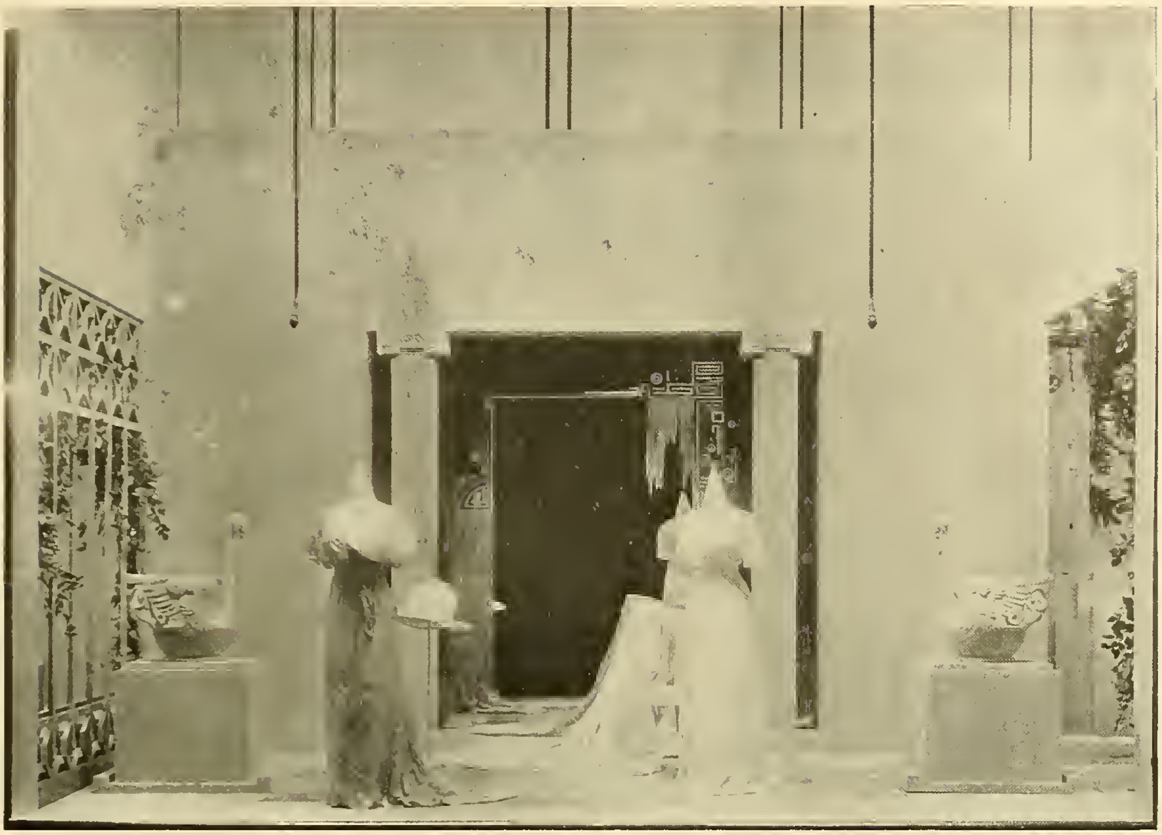


Plate No. 7203. An Architectural Setting in Stone Effect, by Marshall Field & Co., Chicago.

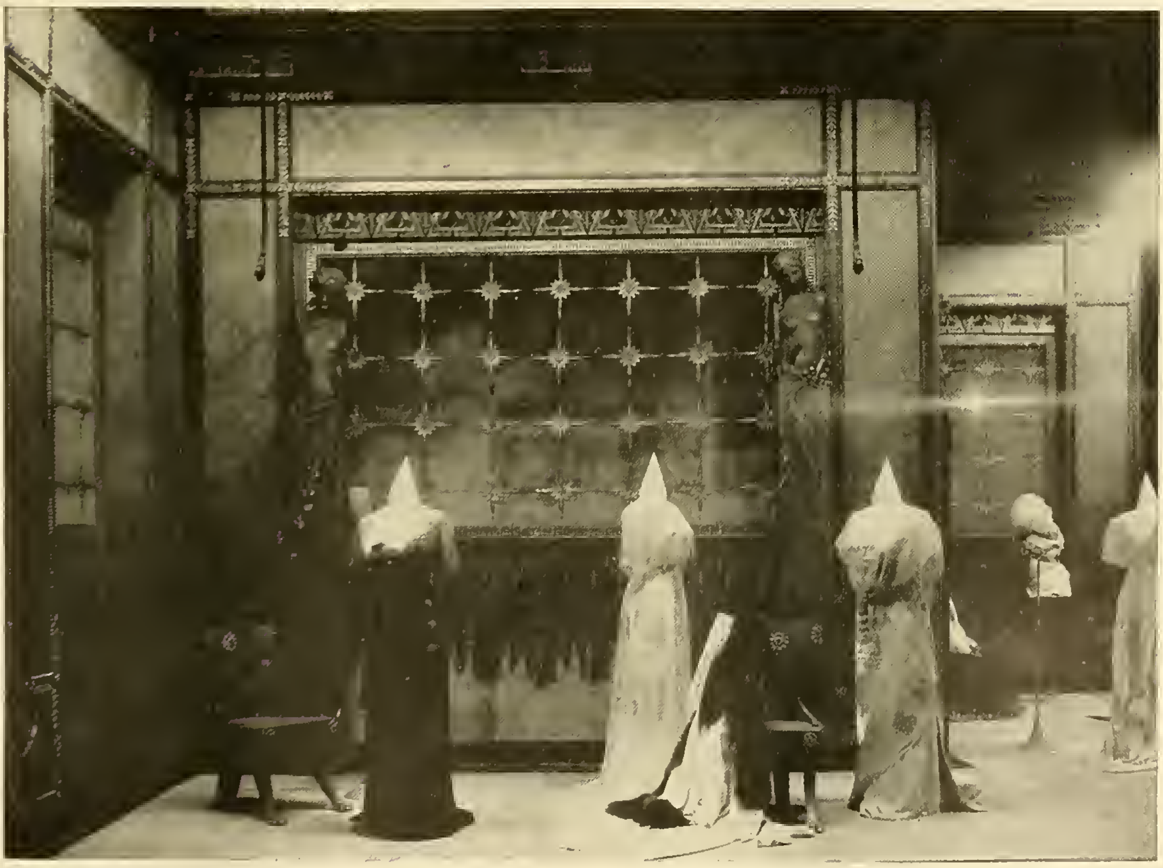


Plate No. 7204. An Opening Window of Marshall Field & Co., in Which Several Styles Are Combined Successfully.

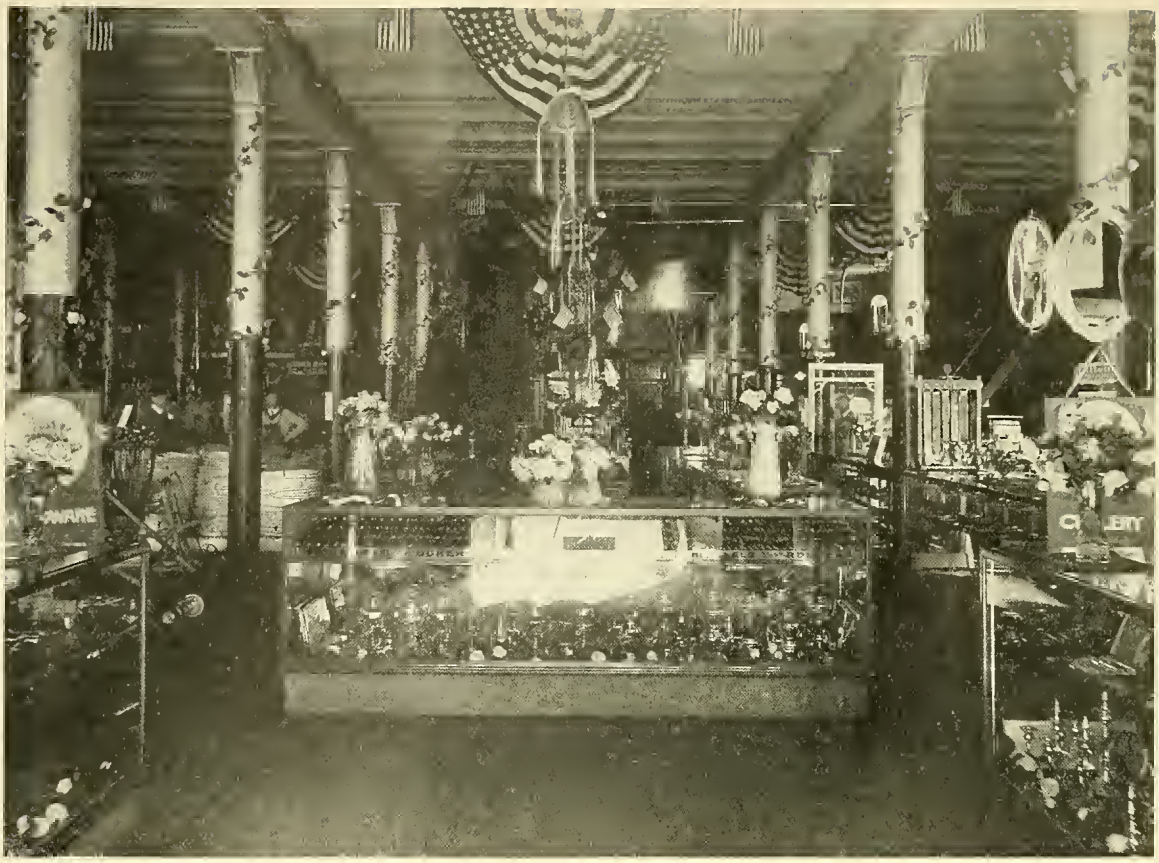


Plate No. 7205. An Interior Arrangement, by John E. Hardy, for Honeyman Hardware Co., Portland, Ore.

This picture shows the store decorated for the "Rose Festival" which is an annual celebration in Portland. The scheme of decoration is simple but appropriate to the occasion. Artificial rose vines were twined in regular spirals around the posts and natural roses were placed in vases on the show cases. A few roses were also placed inside the cases. The general arrangement of this store as shown in the picture is remarkably good.

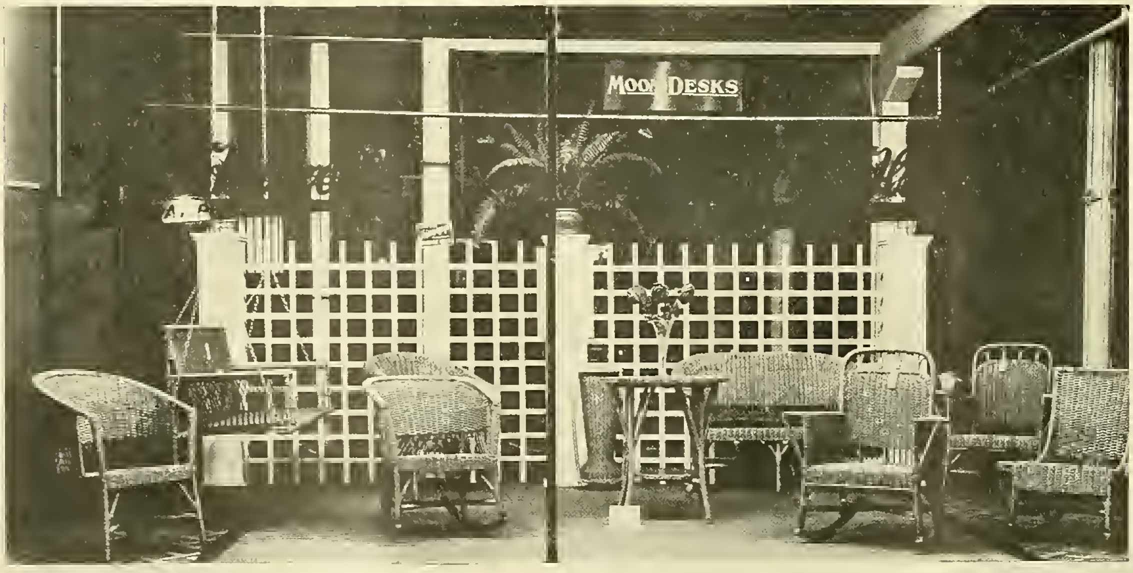


Plate No. 7206. Display of Summer Furniture by Wm. D. Huber & Co., Dayton, O.

As is the case with many furniture stores, this window has no background to separate it from the store room. Consequently a temporary backing that will serve as a semi-partition is built from time to time, its character depending upon the kind of furniture that is displayed. In this case, porch furniture was displayed and the background was made in the form of a lattice fence with square posts. It is an arrangement that answers the purpose.

The Principles of Men's Wear Display

By Harry C. Davis

This is Eighth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Cleanliness

EDITOR'S NOTE:—In the preparation of these articles it is the intention of Mr. Davis to cover every point as fully as possible. However, there necessarily arise problems that are individual to some particular store, which cannot all be covered in articles of this character. In such cases, if the reader will write to this journal and state the exact character of the difficulty or the information required, Mr. Davis will be glad to furnish such assistance as may lie within his experience. Merchants who are contemplating building or remodeling their stores are urged to make use of Mr. Davis' wide practical knowledge of such matters. It will save time and correspondence if those seeking advice will give complete information, including measurements and sketches (when necessary) in their first letter.

WE seem now to have covered nearly, if not quite all the details of the store front exterior, so let us get on the other side of the plate glass, into the display windows and see what we can do to make the front attractive through the arrangement of such merchandise as we wish to show and sell.

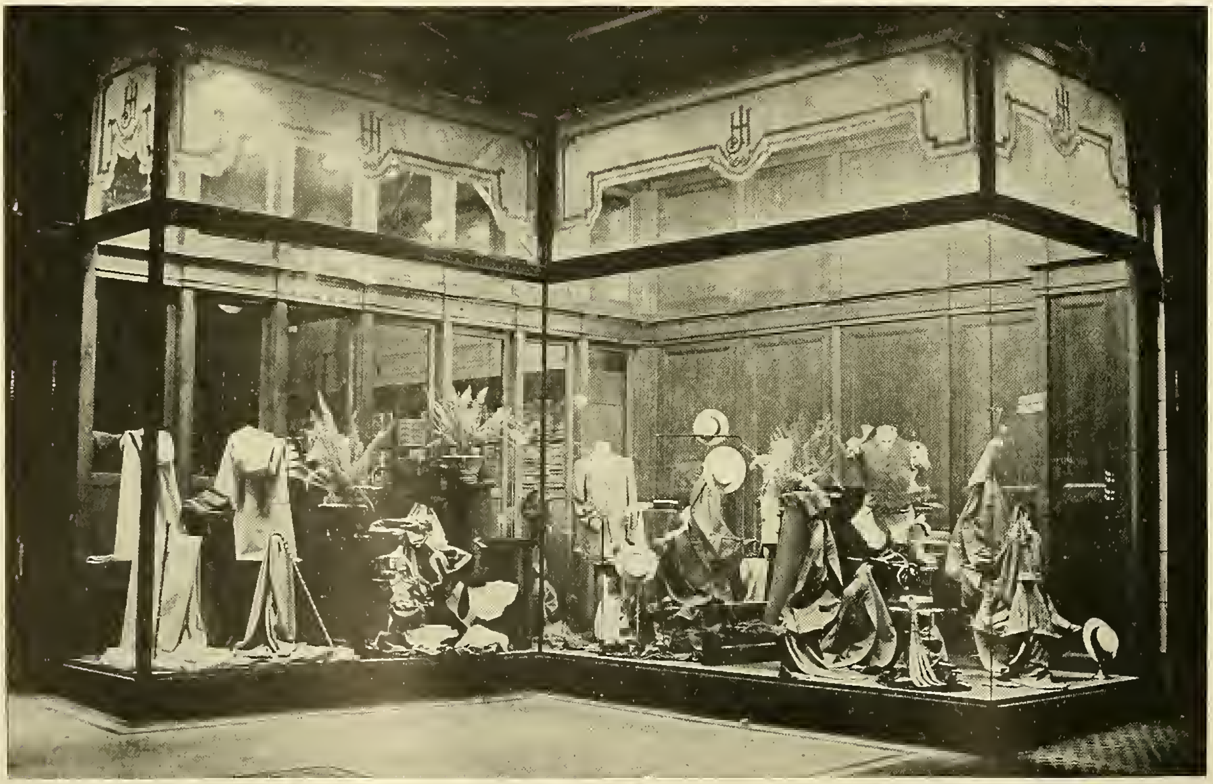
But before we begin arranginging our displays let us take up and dispose of a number of little preliminary "chores" that are so often neglected yet mean so much; do so much good when done. Let us *put the windows in proper order* for the reception and showing of fresh, clean, new goods. First of all the plate glass, the fixtures, everything must be made spotlessly clean. All the little niches, corners, projections, half-hidden places where dust can accumulate and form *dirt*, must be given even more attention than the larger, more exposed spaces receive. It would be a good idea to take an old proverb that we've all heard, modify it slightly and say: "Look out for the little places, the big ones will look out for themselves" and keep it in mind, never forget it. We must train ourselves to look out, *all the time*, for the little details which at first thought seem trivial but which really are very big and all-important. Give the lighting devices due attention. The reflectors should be thoroughly cleaned each and every time the dress of the window, the display is to be changed—lest they get "foggy" and lose some of their reflecting power. Dust will settle on the electric globes. Have the porter "shine 'em up." It will take but a few minutes' time, and will make far better illumination. Wipe, dust, clean, scour everywhere, *all the time*.

To carry the maximum measure of value the windows must be pleasing as well as attractive. And what in all the world is more pleasing to one's sight and inner feeling than cleanliness? Those who are attracted to the windows must be made to feel—by seeing—that we not only sell fresh, clean merchandise, but that we carry it and sell it in sanitary surroundings. For if those who are attracted are made to see and feel these things, a great majority will be impressed; will form a favorable opinion of the store and the habits and methods of those who conduct it. And those who are so impressed will seek closer acquaintance than is to be gained from the outside. They will *go inside*—and spend their money. If surroundings are conspicuously sanitary the merchandise *must* be clean—fit to put on. And who does not like to feel that the things he buys to wear are *clean* as well as right in style, in good taste and worth the price? Keep the windows, yes the whole store clean. You'll be more prosperous and happier and healthier, too. Do it even if you have to hire more help than would seem necessary or warrantable. If the cost seems more than it should be, just charge the difference to advertising—and feel secure in your judgment of how money can be spent wisely for this particular purpose. Merchants in general seem more susceptible to risking money for advertising than for any other purpose or thing—notwithstanding the uncertainty of results and impossibility of measuring results, if there be any. But cleanliness *is* good advertising; it *brings results;* it pays. And you will not be gambling if you risk a few extra dollars to keep the windows and all the rest of the store bright and clean day in and year out.

CLEANLINESS IS ALL IMPORTANT

Now I know you will think this a queer thing to take up and make such a fuss over. But if you will just look around, you will find plenty of display windows and salesrooms that need the attention of the man with the broom, if not of the functionary who wields the mop. Plenty of them! Yes, altogether too many. And this prompted our setting down the foregoing—which can do no harm even if it does not arouse to action some of those who deserve a shaking up, and thereby do a little good.

The windows and everything connected therewith having been "groomed" with such care as to make the whole a joy for the most sensitive eye to behold, we are now ready to take up one of the most fascinating, if not pleasant employments for which modern times and conditions have created a field—that of arranging displays of merchandise. And here we enter a field too vast in breadth for any man to cover thoroughly even though he find conditions for rapid progress most favorable through all the years of a long lifetime. A field abounding in possibilities so varied and great in number as to render proportionately narrow, indeed, the scope of vision or imagination of any one of the great army of workers to be found spending a life of exploration therein today. If we were to upturn all the virgin soil of this great field, bring to light all the possibilities that lie undisturbed therein and then attempt to enumerate them, we would find mere figures an inadequate quantity as an aid in the task, and he who would attempt the task would best begin when born and live out all the future ages. For as long as there be merchandise to display, and men of originality and taste to display it, just so long will there be found new and different ways to display it attractively. Men who have found employment in this field for some years, men who have applied themselves to the task of reaching some of its unexplored regions realize that those who have gone farthest, gained the greatest measure of success to date, have really only begun to pave the way for those who are to follow and make further progress for still other generations of workers. Men who have worked and striven for improvement in manner, method, means and style during the past decade can look back over the years with some feeling of satisfaction, for not a little progress can be noted. But even those who have accomplished most, whose efforts have been most far-reaching along the line of general improvement have accomplished but very little. We are now on the decline of a decade that has without doubt developed the ablest men the business has yet claimed. The work of some of these men is known far and wide; looked upon as the closest possible approach to perfection and copied everywhere. Yet these men have gone but a little way. None of them can be considered a *master* in the full meaning of the word. The best of them are still learning and will continue to learn as long as they strive and study and dream. And, although the best of them live long and accomplish much, when their work is done and they pass on, the men who follow and make further progress will think of them as *pioneers* in a new field rather than as masters of a profession or an art—if they think of them at all. The works of some present-day men will no doubt be remembered and referred to for many years. Their best works will be recorded and preserved in photographs and looked upon as examples of the best works of the time. But no man's work in such a line of endeavor should ever be considered the best possible nor *the right way*. So in taking up this matter of arranging displays we must not gauge our view to the narrow scope of one man's ability, his style or his methods and say that *his* is the right way. It would be foolish indeed for any one to say this or that was was the right way to display merchandise of any kind. We had best say there are *good* ways and *bad* ways to display merchandise of all kinds, and then go about finding out something of both; finding out what some of these ways are and *why* they are good or bad. In order to make real progress and be assured of consistency we must of course have a plainly-marked starting point. For this let us have the understanding that displays are pictures—nothing more nor less. If you keep this in mind, let it guide your thought, judgment and actions you will not only learn to recognize the good and bad qualities in displays arranged by others but you will find it a great help in avoiding the *bad* and getting those things that stand for *good* into displays of your own making. And you will find thorough, careful study of the works of master *painters* of pictures to be very helpful in many ways. For painters and



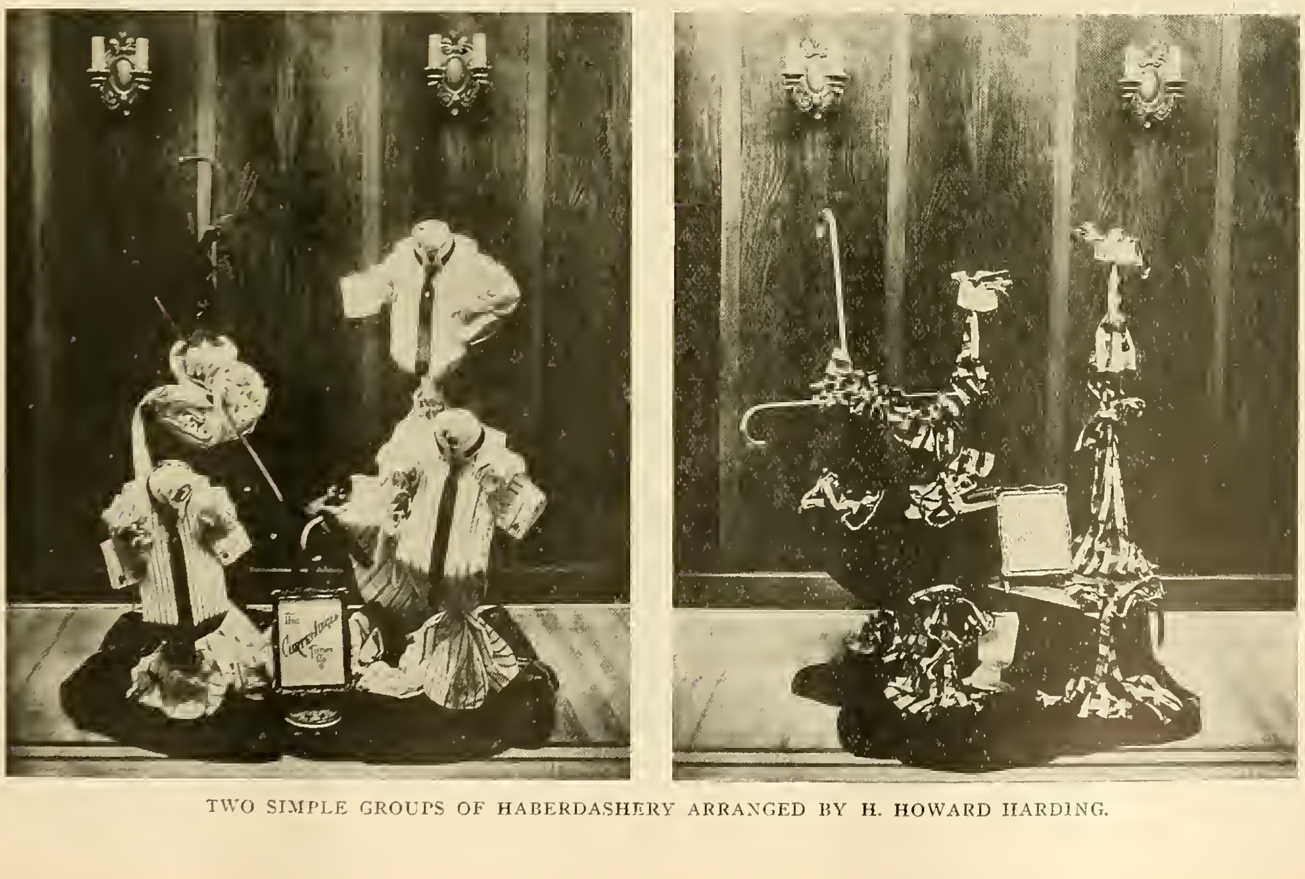
A GOOD EXAMPLE OF MODERN WINDOW CONSTRUCTION.—THIS IS THE STORE OF HOUSEMAN & JONES IN GRAND RAPIDS, MICH., DECORATED BY FRED VANDER VRIES.

window trimmers have many things in common—even though neither side recognizes the fact. They encounter and must solve in much the same way many vexing problems that arise in their daily dealings with such common elements as color, line, mass, composition. All of which, if properly handled produce that most wonderful and most difficult of all things to attain—HARMONY. It is true—and to be regretted—the average window trimmer does not think of these elements as coming under these "heads" nor employ them as the painter does to classify the obstacles ever to be encountered in the path of effort and which must be understood, mastered, surmounted before *success* can be attained in the making of pictures with pigment and brush. Nevertheless it is just as necessary for the window trimmer as for the painter to understand and master these elements, if he would hope to attain real success. For the handling of them is what tells, makes for good and bad in picture displays of merchandise just as it does in pictures of paint. If every window trimmer would take up these elements, one by one, and study them, get right down to bed rock in each and every one of them, we would see many more really good displays, and the day when window-trimming can be rightly called an *art* would be far less distant than it now seems to those who realize how illy that great little word is used when applied to—well, *much* of the trimming being done today. To have art we must have harmony. There is no other way to get it, and no other way to get harmony than by getting the elements of color, composition, line and mass into full sympathy with one another. It is difficult, but it is also possible and worth the effort. Try for it. Think, study, experiment, work, *get it*—and you'll be happy.

Then there is another element to be considered. One that every successful painter and window trimmer knows the value of. In the most attractive, pleasing, successful displays, as in pictures that appeal most strongly to the emotions there is an *abstract* element. And it often plays as great, if not a greater part than all the accompanying *concrete* elements combined. For in both pictures and displays it *holds*, then sets viewers to thinking as nothing else will. If the concrete things be so handled as to suggest something more than can be seen and cause a viewer's imagination to work out an end, finish the picture, more than ordinary interest is at once aroused and a more favorable and lasting impression results. To put "just enough" into a display; have the colors; the masses of color and objects; and the lines of various angles so arranged that the whole will *attract* and *please*, and then *hold* because it suggests something more than "here is some merchandise" is one thing. To *fill* a window with this, that and the other, without thought of how the form or color of one object is going to effect the same qualities of others placed near it; without thought of anything but showing a lot of stuff is quite another thing. One way is worth much more than it costs a merchant; the other is *worth* very little but costs a great deal. For the space it takes up is expensive and somebody must be paid to do the work.

Show enough, all you can but *just* enough—and not too much. Make every thing, object, garment stand for itself. Give it individuality. But don't forget to make each sympathize, harmonize with its every neighbor. You won't have to make them hug one another to do this. Do the reverse. Give each and all plenty of room, and make each and every one look its best. Bring out the lines, the form, the special little features. These things count and should receive due attention. Don't forget the details!

Now for photographs of the displays of men's wear as arranged by present day trimmers in all parts of the world—beginning with the next number.



TWO SIMPLE GROUPS OF HABERDASHERY ARRANGED BY H. HOWARD HARDING.

SHOWING ACCESSORIES

ONE OF THE SECRETS OF SUCCESS IN WINDOW DRESSING LIES IN AN ACCURATE KNOWLEDGE OF MERCHANDISE—THIS APPLIES PARTICULARLY TO THE DISPLAY OF TRIMMINGS

Jerome A. Koerber
With Strawbridge & Clothier, Philadelphia

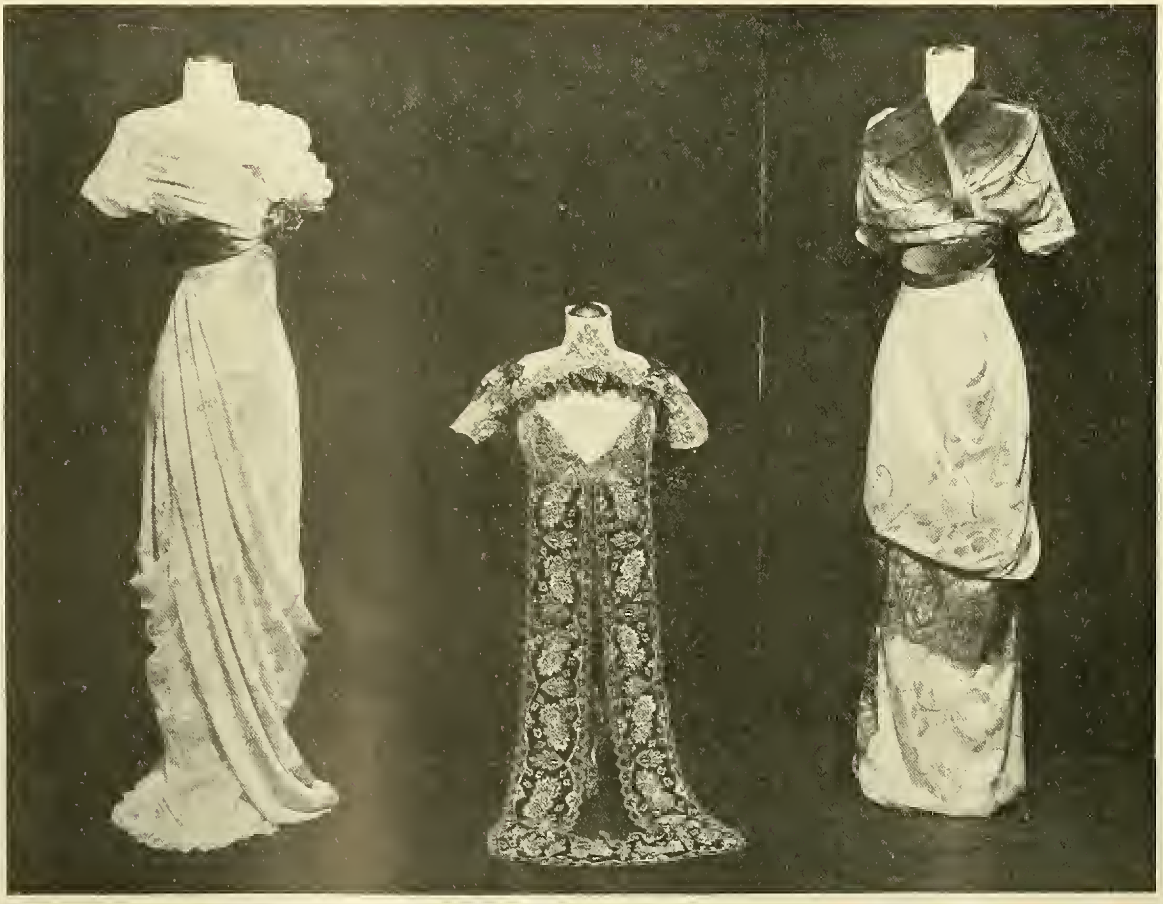
IT IS often in the little things rather than in the bigger ones that the master window dresser shows his skill. Many of our leading decorators who have charge of the windows of the most exclusive stores are not particularly clever at designing backgrounds or in doing "showy" work, yet their services are always in demand and they command large salaries for *they are able to do little things exactly right.*

Designing and building elaborate backgrounds, making spectacular window or interior displays when such displays may be required, and doing other "big stunts" are naturally part of the all-round store decorator's work—but they are not all. The spectacular side of window dressing is only for special occasion, whereas the everyday work of the window dresser must be depended upon to run up the total of sales for the year. If the decorator can handle big occasions creditably, that is, of course, to his advantage, but he HAS to be able to do his everyday work as it should be done or he will never be able to hold a good position for long.

For this reason the beginner in window dressing should start at the right end of the business—he should learn to do the little things right before he attempts the big ones. First learn the general principles of display—they are simple enough—then learn to apply these principles. Study the merchandise, its characteristics, its uses and its possibilities of display, by itself and in combination with allied lines. Let us take for example dress accessories and trimmings.

The use of trimmings, such as laces, ribbons, embroideries, braids, buttons, etc., in connection with a display of the new season's dress goods form a most important feature of the showing. For this reason the window dresser should not only know of these trimmings by name in a general way; he should make a careful study of all of them and their adaptability to the adornment of the different kinds of fabrics. Silks, woolens, cotton goods, all require different handling, according to their texture and the different uses to which they are put—and the accessories for them are also different.

Frequently goods are carefully draped and displayed to show the pattern or weave admirably, but the crowning feature, the trimming, is all wrong. Possibly the wrong kind of trimming may be used, or too much of it, or it may be used in the wrong way,



THREE DRAPES BY JEROME A. KOERBER. THESE SHOW THE IMPORTANCE OF SELECTING THE RIGHT TRIMMINGS TO HARMONIZE WITH THE GOODS.

and the entire effect of the display is spoiled. Worse still, the reputation of the store is likely to suffer in the eyes of the critical observer, for the trimmer's mistake in the window is naturally attributed to an ignorance of merchandise. No store can afford such an imputation.

Dress trimmings are like all other merchandise in that they possess essential characteristics which the window dresser must understand if he hopes to make the most of his merchandise. Here are some of the things he must know before he begins his display:

IN THIS DRAPE MR. KOERBER HAS USED ONLY A FEW BUTTONS.

First—He must have accurate knowledge of the merchandise in stock. In other words, he must know what is available for the display.

Second—He must understand the proper combining of trimmings of different kinds with the various fabrics.

Third—He must know how to handle the trimmings and take care of them so they may readily be returned to stock without loss.

Under the first heading we may say that any window dresser is altogether at sea and badly handicapped if he has not a very accurate idea of what is in stock that can be used in his displays. This applies with particular emphasis to the decorator who is about to put in a dress goods display that will require trimmings. The wise window dresser will keep thoroughly posted not only as to the latest fashions, but also as to new arrivals of stock. He will visit the department and inspect the new trimmings and accessories when they arrive, and when the time comes to put in his dress goods window, he can send for just such trimmings, laces, buttons, etc., as he needs and which will go well with the fabrics to be displayed. Knowing what can be had from the stocks saves much time and places him in a position to put real harmony and style into his displays. It is much like a man about to build a house. How much better he is prepared to make the most of the style and finish if he is conversant with the materials that will be available for the finish and decoration. It is the same with the various trimmings that must be depended upon to give the final touches to the fabrics.

As for harmony or the proper combining of trimmings with fabrics, it may be said that for the window dresser who is in love with his work (and every good one is), there is no more interesting occupation than working with laces, embroideries and other trimmings. These are a constant source of inspiration as he applies the various trimmings to the different fabrics, working out new and harmonious combinations. The decorator cannot put too much study upon trimmings. He should consider their importance and that they are the means of making or marring a garment. One can readily see what a bad error in trimming a piece of goods means and how it may not only damage the standing of the decorator but that of the house as well. To some young decorators it may appear that we are overestimating the importance of this matter. That is not the case. As was said in the beginning, the high class stores pay their window dressers high salaries, more because they are accurate as to these apparently small details than because they can design fancy backgrounds for openings.

EFFECTIVELY TRIMMED DRAPES BY MR. KOERBER.

Style is all important and the successful window dresser must keep up to the minute on the everchanging modes. Masters or creators of fashions are largely inspired by present-day events, such as court functions, national events, wars, etc. This season we have the gorgeous Bulgarian colors. Modern political conditions bring about revivals of the fashions of bygone days and the kaleidoscope of style is ever turning —ever changing. But it is not difficult for the decorator to keep up with or even to anticipate the fashions if he applies himself intelligently to the matter.

Returning to the application of trimmings, let us note a few of the more common faults that we see, time and again, displayed conspicuously in show windows. One of these errors is the use of trimmings suitable for an afternoon gown, displayed in connection with heavy fabrics for street wear. Again, we see shadow laces used on materials where only heavy lace would be appropriate. The right lace in either of these cases would enhance the appearance of the goods, but that the wrong lace is out of place, is obvious to even a careless observer. The lack of a sense of proportion or appropriateness on the part of the decorator, or his carelessness or lack of knowledge, kills the effect of the goods, spoils the sale. These faults are quickly discovered by the critic whose discriminating eye instinctively knows what is right—and what is wrong.

Our criticisms are made in the friendliest spirit and are intended to point out to the beginner errors in order that he may avoid them. "An accurate conference," should be the slogan of the earnest student of window dressing who hopes to climb to the top of the ladder. An error made once should not be repeated, for these errors in the window are displayed to all who pass, and repeated mistakes will shake the confidence of the public. We have known where public opinion as to fashions has been swayed by the confidence people had in the decorator's work as displayed in the windows. Because the window dresser showed certain goods and trimmings in combination, the public accepted and adopted the suggestions without hesitation. Their confidence in the store and the decorator had never been shaken.

Now, just a word under our third heading, the proper handling. The purpose of all displaying is to sell, and if the departments making the displays must suffer loss each time the decorator displays their goods, the good graces of department buyers or managers will be sorely tried. The utmost care should be used in handling all goods and particularly that which is costly. It should be the pride of the decorator to invariably return all goods in as perfect condition as when he received it. It is an additional feather in the window dresser's hat, that he has displayed the goods well and then returned them to stock in perfect order.

The illustrations used in connection with this article are only intended to show a few sample suggestions for the application of trimmings. It will be noted in every instance that the entire effect of the drape is dependent upon the trimming. How important it is then that the correct trimming should be selected. The same thought was expressed in the beginning but it will bear repeating as a finishing sentence.—Good window dressing is principally a matter of accuracy and attention to detail.

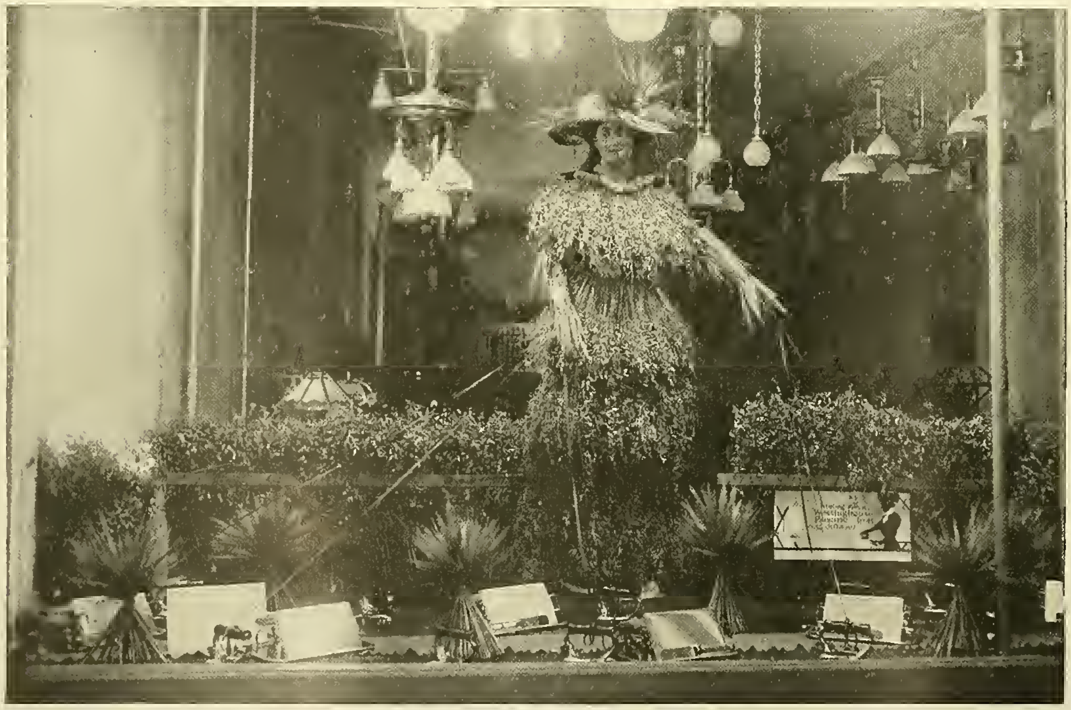


Plate No. 7207. A Harvest Home Display by Miss Minnie Kimbrell for Sterling Electric Co., Sterling, Colo.

This window won first prize in a contest conducted in connection with the "Harvest Home Festival." The main feature was the "Oats Lady," the dress being made entirely of oats. The arms were made of oats straw with trimmings of rye. The necklace was of wild cucumbers. The remaining details are self-evident and need no explaining.

DEPARTMENT STORE CARD WRITING

By G. Wallace Hess

This is the Fourteenth of a series of articles that will cover thoroughly every branch of show card work for the department store. Mr. Hess, who is preparing these articles, is an unquestioned authority in this line. By many he is conceded to be the foremost department store cardwriter of America. These articles will be terse and practical as possible and will deal with the cardwriter's outfit and all modern methods of making cards and signs for the store.

CLEANLINESS—that word alone will do more to spell success in manipulating the air-brush than natural aptitude or practice for no matter how skilled an operator of the tool may be, he will fail woefully if it has not been kept scrupulously clean.

There are three makers of air brushes in the United States, viz.: Wold, Paasche and Thayer & Chandler. Each maker says his make is the best so in the face of such expert testimony, we will believe all three.

The Japanese excel all in stencil cutting if judged from the artist's point of view. In air-brushing with stencils and in the cutting of stencils for this purpose the German reigns supreme. If one takes high class showcards—printed or lithographed and finished with the air-brush, one has to award the prize to England.

In the wholesale houses of Toronto, Canada, last summer I saw air-brushed cards made in England that excelled anything I've seen in this country, unless they came from England. While walking in Dearborn street last week, my glance fell on one of these English cards in the window of a thirst quench establishment advertising an English life preserver. Many big advertisers are beginning to realize the great possibilities of the air brush in putting finishing touches on printed cards. It is in this particular feature that the English excel.

Before going into certain features of stencil cutting I will comment briefly on the cards shown. Card number three is a quarter sheet, gray, lettered in deep brown with the music pen—the initial excepted. After the lettering is dry, another quarter sheet in which an opening 7x10 in. has been cut is placed over the card. A delicate transparent brown tint is then sprayed over the lettering. Then the initial panel in red and gold is pasted in place and the cast shadow to left of it blown on in dark brown.

Card number one is done on peacock green stock. It is a quarter sheet. The opening in mask used to spray tint on this card was 7x10 inches except that at each corner there is a jog of one inch; dark green color blown on. The rosettes are blown on in gold. It is lettered then in white and white line ruled around panel.

The cutting of the rosette will be described later on. Red could have been used for flower.

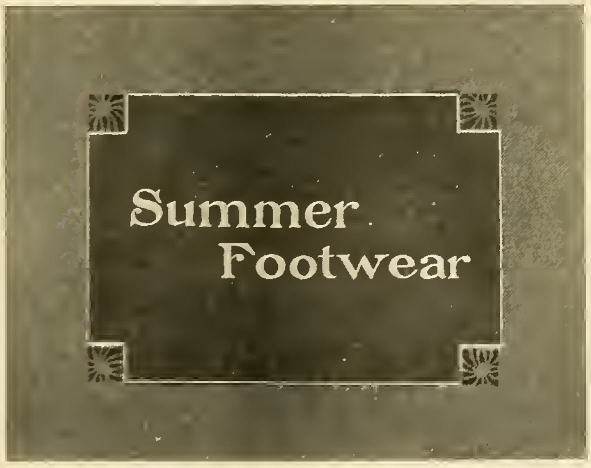
Card number two, a quarter sheet, green stock, edging of gold blown on with same mask as used on card No. 3. A die cut embossed tulip was then pasted on. This card was lettered in white with a music pen.

In spraying card number five, a half-sheet—where the scrolls cross each other the French curve is made use of to make the "crossings" instead of cutting a sparate stencil. This card was lettered after 11:30 p. m., and I must plead guilty to lettering the card wrong. In all shadow work as shown on this card the dark shading should be at the left and under side.

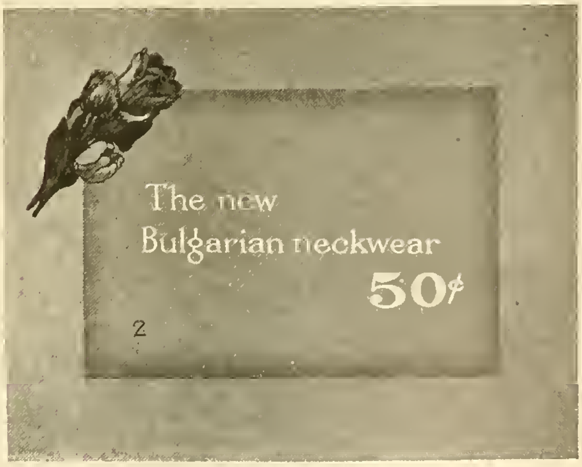
Card number four is a half-sheet and the mask used is not hard to cut once the design is drawn. These masks or stencils are in great demand in country stores.

Card number six is a conventional chrysanthemum design, done in yellow, orange, green and gold on mottled stock. There is a tinge of yellow in the cardboard itself which may show strong in the half-tone which I have not seen at this writing.

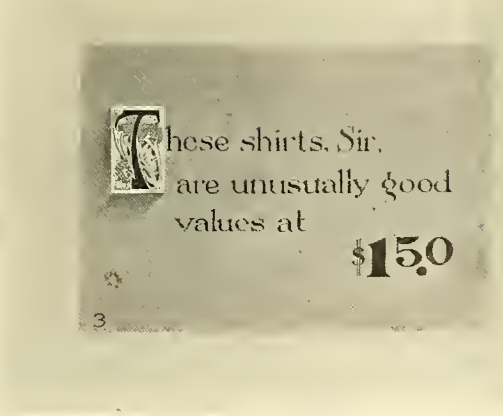
A great deal of labor is used in cutting this stencil.



CARD NUMBER ONE.



CARD NUMBER TWO.



These shirts, Sir, are unusually good values at $1.50

3

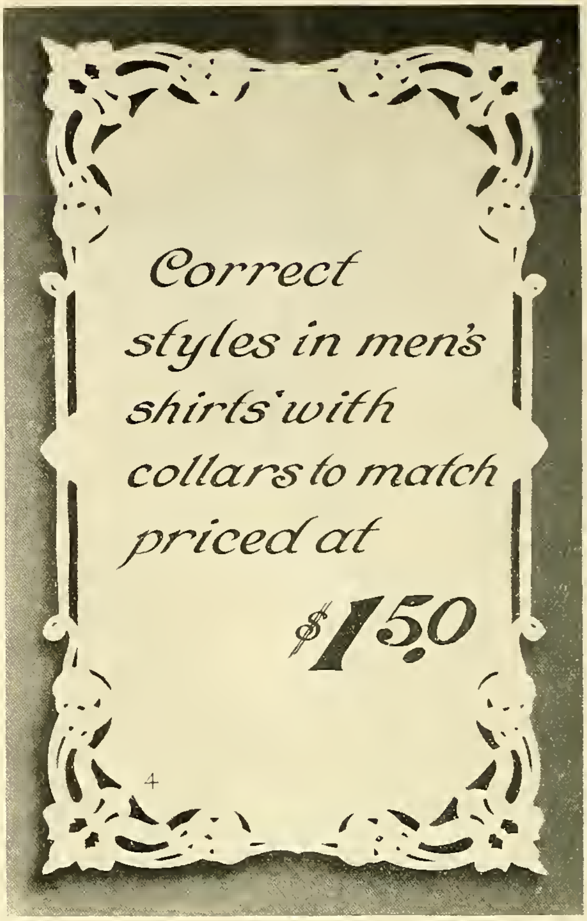
CARD NUMBER THREE.

but if a cardwriter has a number of opening cards to make, the time and labor used in cutting the stencil will be more than gained in the making of the cards.

Gold photographs black so the reproduction will not convey the tones of delicacy as embodied in the card itself.

Before going into details of stencil cutting let me say that in placing the chrysanthemum stencil on the card to be sprayed all the colors except gold can be blown on without protecting the various openings. After spraying the flowers in yellow blow on a little orange at the ends of petals—just a little flash. Two tones of lavender could be used also. Keep the tints extremely delicate—the same with the green color.

In using gold, a gold especially ground for air brushing or the metallic colors made in Germany and put up in little china pans must be used. The former must be thinned with water. The latter must be put in a glass and covered with water and let soak until it disintegrates, when a few drops of mucilage must be added. Banana oil preparation must not be used under any circumstances.

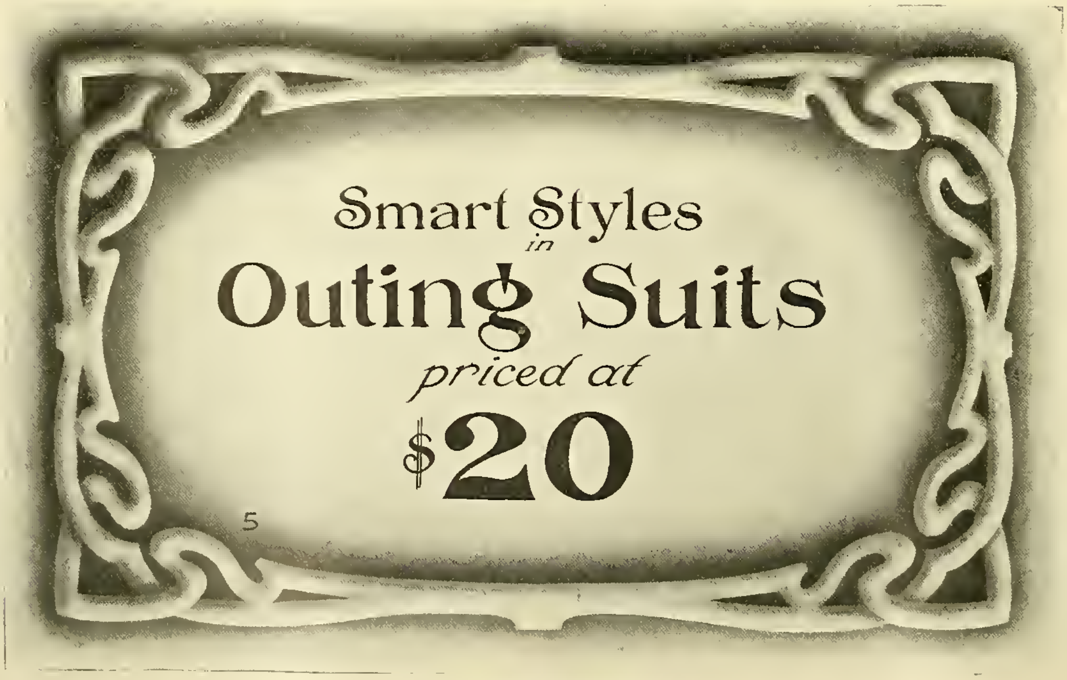


Correct styles in men's shirts with collars to match priced at $1.50

4

CARD NUMBER FOUR.

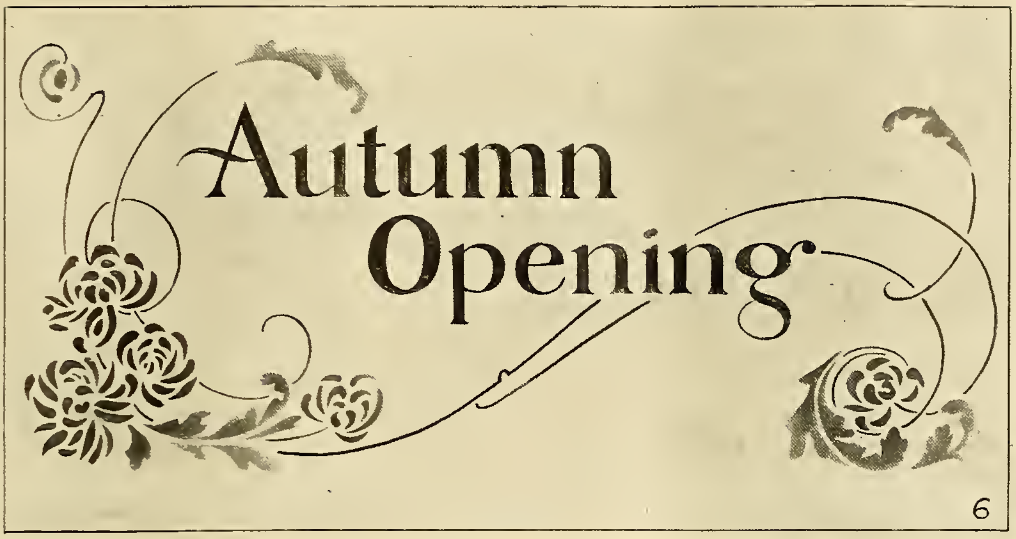
In using gold or metallic inks in air brushes with jar attachments put a couple of shot in the jar. The brush may stop occasionally when using gold. If it does, grip the needle end of your brush between the first finger and thumb of left hand, open air pressure



Smart Styles in Outing Suits priced at $20

5

CARD NUMBER FIVE.



CARD NUMBER SIX.

and force stoppage into cup or jar. Don't hold brush over a showcard when doing this. As to stenciling itself, the following suggestions are made:

No matter what any salesman may tell you do not buy stencil paper prepared or unprepared in the roll. Buy always prepared stock flat in sheets and if to be shipped or carried in person instruct *not to roll,* but wrap the sheets flat.

I am convinced that the German type of stencil knife with blade ⅛ in. wide is the best knife for intricate stencils; rather, the only knife for them and the best for ordinary work. Made on the order of a lead pencil, the handle is sharpened as a pencil is, as the knife is ground down. A stencil knife should not be over ¼ inch wide to get best results.

It *must be kept sharp;* very sharp with a sharp point also.

The stencil should be cut on a soft board or pulp paper and if much work is done these must be changed else your knife point may work into an old depression in the cutting board and follow it instead of the design you are cutting.

Stencils may be shellacked if they are intended for hard usage. They should be kept in a portfolio with a sheet of paper between each stencil to prevent tearing.

In cutting stencils such as conventional flowers, rosettes, etc., where the openings are small the knife must be held nearly perpendicular and the cutting done much in the same manner a dentist uses chisels in preparing teeth for filling. A dragging movement must not be used or you will tear the paper. In stencil tacks the best are about one-half inch long with round glass heads. As I've said before outside of an electric air compressor, which is expensive, carbonic gas should be used for power.

I always have a drum of gas at my office and one at home for experimental purposes. It's easy to disconnect the regulator and carry it home—you couldn't do that with a foot pump or electric air compressor.

Sheet lead is used where letters are to be cut out.

In cutting straight lines of lead use a scissors or shears with the blades oiled. Some curves may be cut with the shears but inside and small curves will have to be made with a knife. A T-square, triangle and French curve are advisable in stencil work.

The cardwriter should learn to square up stencils and cut them so that when the stencil is put over the card and rests against the bottom guide and the position guide at left of the card, that it will be in proper position without further adjusting.

In air bruhsing as in good showcard writing done by the brush you will find that the best results will be obtained by using mat board or board with rough or semi-rough surface. Coated board is abominable for fine air brushing.

If there are readers anywhere who have encountered difficulties that they are unable to cope with successfully, advice of general interest as well as specific help on the particular complaint will be given in next issue. The model brush and color used should be stated.

One source of trouble the air brush artist encounters and which is often a puzzle and seldom if ever explained has to do with the air valve just above the nipple where the gas is connected. This valve comprises a spring, a plunger with a small rubber washer on it which rests, when the valve is closed, against a seat or shoulder. If water or oil gets down here the rubber washer swells, sticks to the shoulder and the plunger spindle works up and down through the washer and allows none or very little pressure to go through the brush. The operator thinks his brush is stopped. A certain fountain pen maker makes a dropper to fill old style fountain pens of a small gutta percha tube with a ball of rubber which is ideal for washing out air brushes and filling color cups, as well as removing unused color from cup to the bottle. It sells for 15c and doesn't break.

Keep your colors covered or corked always. This will be the last article from the writer until early fall unless the editor gets up "against it."

Some of you cardwriters around the globe's surface had better send in a card occasionally. America is the home of the showcard. This paper goes to many foreign climes. By making a card on heavy cover paper it can be rolled and sent in mailing tube. I believe it would be interesting to see a card as used in some of the foreign shops.

If you have received any benefit from these articles I am satisfied.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY
THE MERCHANTS RECORD COMPANY

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RATES FOR SUBSCRIPTION
IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	$2.00 a Year
All Other Countries	$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department
Direct all Letters and Make all Remittances Payable to the Order of THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

May, 1913

CONTENTS.

Factory Fixtures (Ninth Article).................... 15
Men's Wear Display by H. C. Davis.................. 25
Card Writing by G. W. Hess...................... 31
Showing Accessories by J. A. Koerber............... 28
Schools and Salaries.............................. 34
Memorial Day Displays............................ 34
Floral Parades.................................... 35
Credit System..................................... 35
Our Monthly Prize Contest......................... 35
Using the Movies by A. W. Lindblom................ 36
Decorated Floats and Autos........................ 38
Scenic Backgrounds by A. E. Day.................... 40
Two Background Designs........................... 42
Notes from New York by F. F. Purdy................ 44
N. A. W. T. of A................................... 48
For Our Advertisers............................... 52
A Boy's Hobby Show............................... 58

Schools and Salaries

OCCASIONALLY we meet an old-fashioned window dresser who takes a lugubrious view of the effect the various window dressing schools are likely to have on the calling of window display in general. As a rule he will take the view that the schools are turning out so many young fellows that salaries will necessarily be reduced through an oversupply of decorators.

This view is essentially erroneous. The schools have proved a wonderful uplifting force for window dressers in general. They have raised the standard of window display and have also created an appreciable demand for more and better workmen in this line. The schools have provided a quick and efficient means for learning the finer points of the business. If it were not for them there would still be hundreds of young fellows plodding along with little hope of ever advancing beyond the mediocrity of a small store in a small town at a small salary. They might understand in a general way the routine of window work but they never would be able to master the finer points if it were not for the schools.

The schools serve as clearing houses for the latest ideas and the latest methods in window dressing. They teach not only the ideas evolved by the instructors themselves, but the best ideas of all of the leading metropolitan decorators, and it will pay any young man who has never had the advantage of city experience to attend one of these schools. In addition to the practical instruction he receives he will be given an added confidence in himself and in his work. Instead of lowering salaries, the schools will raise them for every competent decorator they turn out will create a demand for another equally good man to take care of the windows of the competing store across the street. Every good school of window dressing should have the support and endorsement of every decorator who has the good of the calling at heart.

* *

Memorial Day Displays

IN A FEW weeks decorators will be putting in their Decoration Day displays and it is likely that there will be about the same percentage who will spend a lot of time and effort in arranging miniature graveyards in their windows. The grave, flowers, headstone and weeping widows will all be there and the trimmers who put in these displays will probably take a good deal of pride in their work. Possibly (if the store is a good advertiser) the local paper will allude to this touching tribute to the day and both the merchant and the decorator will be highly gratified.

Why decorators will persist in this sort of displays and why merchants will allow them in their windows is difficult to understand. As a tribute to the old soldier, such displays fall flat and as advertisements for the store they are worse than a failure. The grave in the window would never be permitted by a big city store and in such matters the metropolitan stores are safe guides for the smaller merchants in the country. By all means have a Decoration Day display, but make it a sensible one. Some flags, an appropriate picture or two, possibly some interesting relics of the war, will serve to give the proper setting. But leave out the grave and the weeping widow—they are in very bad taste.

* *

Floral Parades

AS A GENERAL municipal advertisement and business promoter there is nothing more effective than a floral parade of automobiles or floats. These parades, when given a reasonable amount of publicity, will draw big crowds to any city and will furnish a healthy impetus to the business of the retail stores of the town. One of the principal advantages of the floral parade is that it is so easy to promote. All that is really necessary is to get the thing started and it will run itself. Everyone will help. As to the expense, that is practically nothing. The only cost to the merchants will be their pro rata share of the money for prizes for the best decorated cars or floats.

There is no city in which a floral parade could not be held successfully. Appoint two or three committees to start the ball rolling, and the thing is done. Merchants who are worrying about the coming dull months should consider the possibilities of a parade.

* *

Credit System

STEERING between the disadvantages of either a strictly cash or a credit business, a considerable number of stores have adopted a "Deposit System" whereby the customer keeps with the store a sum of money on deposit against which purchases are charged, interest being paid by the store on the deposit. Here is an advertisement of one store that conducts such a system:

How Our Depositing Department Works

Idle money pays no interest. Money in savings banks pays 3½ per cent. We pay 6 per cent interest per annum. Why leave money in a bureau drawer, cupboard, old stocking, under the mattress or any other hiding place? It earns no interest and is subject to theft. Why place it in a savings bank that pays only 3½ per cent interest annually? Why not place it on deposit in our Depository Department?

We pay 6 per cent interest per annum on all active accounts. Active accounts are of those who deal out at least 75 per cent of the money on deposit in merchandise during the year; in other words, you can buy goods and have them charged against your account. We only charge against your account every three months, so we really pay you more than 6 per cent per annum. On accounts placed for cash withdrawals only, we pay 4 per cent interest—still more than any savings bank, and certainly more than bureau drawers, old stockings, etc. Be up to date. Do a little financiering yourself. Make your money work for you by depositing it with us.

THERE'S no use sitting around the store and taking things easy during the hot summer months. It's all tommyrot about the people all being out of town. Comparatively few go away for the summer and the rest will buy merchandise quite as readily as at any other time if you offer them the right kind of inducements. Send for a copy of our book "Sales Plans." It will be mailed to you prepaid for $2.50 and you will find that it contains a wonderful lot of practical information about conducting sales and getting business in summer as well as at all other times. You will find it well worth the money.

* *

THE second annual exhibit of the commercial poster contest was opened April 14 in the art galleries of the Joseph Horne Company in Pittsburgh. The contest was conducted under the auspices of the Associated Artists of Pittsburgh and the Pittsburgh Publicity Association for the Ivan B. Noodhem Company prizes. Pittsburgh school pupils alone submitted more than 400 designs, but owing to a rule of the Board of Education the school children were barred from the competition on account of their not being permitted to accept cash prizes. Next year medals will be offered the pupils and they will be permitted to accept these.

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

USING THE MOVIES

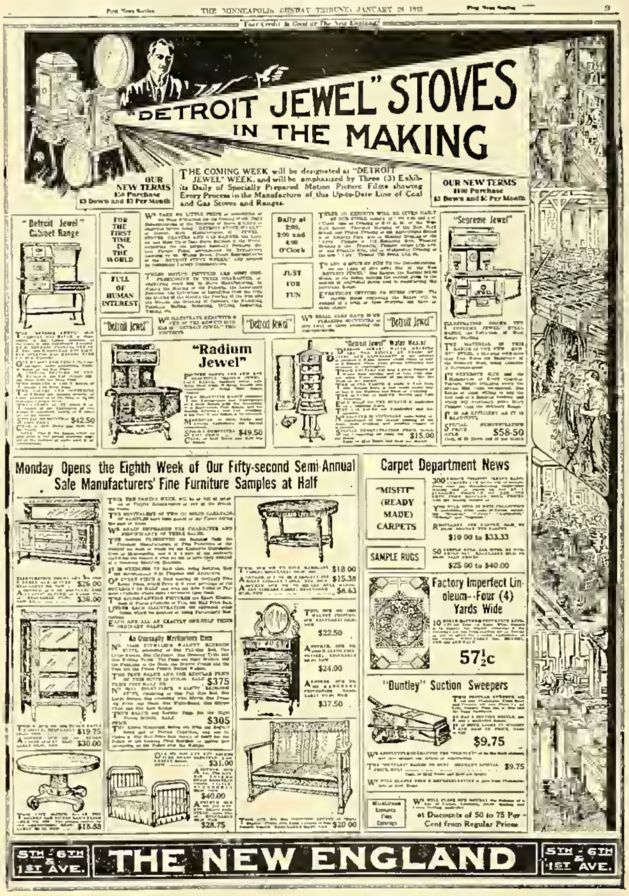
HOW THE NEW ENGLAND FURNITURE AND CARPET CO. OF MINNEAPOLIS USES FILM SHOWS TO ADVERTISE VARIOUS LINES CARRIED—CO-OPERATION WITH MANUFACTURERS SECURED

Arthur W. Lindblom,
With New England Furniture & Carpet Co., Minneapolis

THE educational possibilities of moving pictures as a means of advertising all sorts of products have been exploited only to a limited extent as yet, but it is safe to say that they will prove a big factor in the publicity of the future. For some time I have been interested in the movies as supplementary to the regular advertising of the New England Furniture & Carpet Co., and my experiments in this line have been so successful that they may prove of interest to other window dressers and advertising men. What we have done in this line has covered a somewhat varied field and, as there were no precedents to guide us a good many difficulties were encountered that will be overcome when the ideas involved have come into more general use. There can be no question that the moving pictures present great possibilities for the advertising of many kinds of merchandise and it only remains for the ad man to develop practical ways in which they can be used.

ARTHUR W. LINDBLOM.

Our experience in this connection has been during the so-called "dull months" and the results have been all that were anticipated. So far, we have advertised Macey Book Cases, Zion City Lace Curtains and Jewel Stoves. The campaign was planned primarily with the view of getting people into the store and educating them as to the manufacture and uses of the merchandise in question. All of our sales force were instructed to digest the pictures and attend carefully to the accompanying lectures which were given in each instance by a factory representative who was thoroughly conversant with his subject. We gained considerable desirable publicity through showing the pictures in the local high schools and in the domestic science classes of the state university. This was done in the mornings and in the evenings the pictures were shown in local moving picture theaters. In order to secure the consent of the managers of the theaters to show our pictures, we sometimes had to use a good deal of diplomacy. Our proposition to him was to furnish attractive signs for his theater, which read: "Extra Attraction Tonight—Only Motion Pictures Showing the Making of Detroit Jewel Stoves—Courtesy of the New England Carpet & Furniture Co." These signs were tacked in the lobby and outside the theater. We also printed for each theater 1,000 dodgers which were distributed by us in the immediate vicinity of the theater. These called attention to the special attraction to be shown that night. All of this advertising did not cost us more than $5 which is very cheap considering that we were holding the attention of from 400 to 800 people for about thirty minutes.



"DETROIT JEWEL" STOVES IN THE MAKING

THE COMING WEEK will be designated as "DETROIT JEWEL" WEEK, and will be emphasized by Three (3) Exhibits Daily of Specially Prepared Motion Picture Films showing Every Process in the Manufacture of this Up-to-Date Line of Coal and Gas Stoves and Ranges.

OUR NEW TERMS

FOR THE FIRST TIME IN THE WORLD

FULL OF HUMAN INTEREST

Daily at 2:00, 3:00 and 4:00 O'Clock

JUST FOR FUN

"Detroit Jewel" Cabinet Range

"Supreme Jewel"

"Radium Jewel"

"Detroit Jewel"

$42.50

$49.50

$15.00

$58.50

Monday Opens the Eighth Week of Our Fifty-second Semi-Annual Sale Manufacturers' Fine Furniture Samples at Half

An Unusually Meritorious Item

$26.00 $36.00 $19.75 $30.00 $18.68 $375 $305 $31.00 $40.00 $28.75 $18.00 $15.38 $8.63 $22.50 $24.00 $37.50 $20.00

Carpet Department News

"MISFIT" (READY MADE) CARPETS

$10.00 to $33.33

SAMPLE RUGS

$25.00 to $40.00

Factory Imperfect Linoleum—Four (4) Yards Wide

57½c

"Duntley" Suction Sweepers

$9.75

at Discounts of 50 to 75 Per Cent from Regular Prices

5TH & 6TH 1ST AVE. THE NEW ENGLAND 5TH & 6TH 1ST AVE.

A FULL-PAGE ADVERTISEMENT.

In order that our store and the manufacturer should both get as much publicity as possible, I was first introduced to the audience and gave a little talk in which our name was mentioned as frequently as possible. I then introduced the lecturer who used the name of our store and that of the manufacturer as often as was considered diplomatic. We estimate that we showed the pictures to at least 25,000 Minneapolitans every week.

Naturally the details of a venture of this sort are innumerable and sometimes complicated. When we showed the pictures in the store it was necessary to secure the City Building Inspector's permission. In order to get this we had to nail the seats to the floor, provide four exits, two being in front and two at the back with signs and lights over the doors. These exits were required to be lighted with lamps on a circuit separate from those carrying any of the other store lights. We had also to have a gas light in case of any emergency that might put the electric lamps out of service. The aisles had to be four feet wide and there were many other requirements that had to be observed scrupulously. After we had fulfilled all the requirements of the Building Inspector, the Fire Marshal stepped in and had us place a dozen fire pails in conspicuous places. He also condemned the moving picture booth and insisted that it be built of galvanized iron with asbestos lining, automatic shutters and doors, tin receptacles for the films that were not in use, and all electric wiring to be run through conduits. When the Fire Marshal had departed we were introduced to the Underwriters' representative who acted for the insurance companies. He also had a number of requirements with which we had to comply in order that our insurance might not be cancelled or the rates raised. I am mentioning a few of these details simply to give some idea as to the preliminaries that must be attended to.

I have not called attention to the newspaper advertising, booking the shows, to the schools and theaters, window displays, etc. All of these would form another chapter of details. The results from these picture shows were so satisfactory that we are going to run another series just as soon as we can induce other manufacturers to enter into the proposition. It is really quite an expensive undertaking. One thousand feet of film which will make a show lasting about twenty minutes, costs $1.15 per foot or $1,150 for the reel. It generally requires about 2,000 feet to show the average factory. I mention this for the purpose of showing that we have to give the manufacturer some pretty "hot stuff" to induce him to pay out so large a sum of money. However, I venture to predict that in a few years a great many manufacturers will have traveling educational exhibits along somewhat the same lines we have used. I also believe that those who start now will be rewarded by the largest returns.

Another little stunt with which we have had considerable success was used to increase the sale of talking machine records. This was in connection with the grand and comic operas that have been sung in Minneapolis. We have a complete miniature stage built in one of the windows and on this stage are reproduced the scenery and acts from the various operas as they occur. For example, the Chicago Grand Opera Company played in Minneapolis during the week of April 14 in a repertoire of operas. From this we selected a scene from "Die Walkure" and on the stage we had a sign calling attention to our records from this opera. The public was invited to come in and hear any of the records. Where we have records of individual singers such as Tetrazzini, Dalmores, Fremstad and Mary Garden, we featured them strongly. When possible we try to get these artists to endorse the records and these endorsements are published in our regular advertisements. These window displays are followed by recitals open to the general public. In connection with the recital we generally have some prominent local musical celebrity to deliver a brief lecture on the opera. The sales resulting from these recitals are as a rule very gratifying.

* *

THERE is probably no window dresser who knows everything there is to be known about his business, but if one were to take the combined experience of three or four hundred of the leading decorators, it would represent pretty nearly all the information there is to be had in this line. That is what is contained in the "Art of Decorating." It is the experience of a great number of the leading decorators and it will prove a mine of information to anyone. The price is $3.50 prepaid.

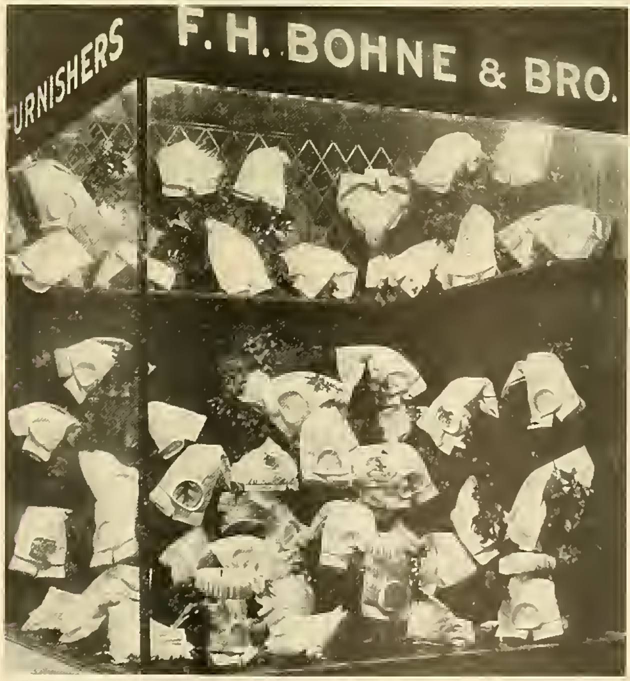
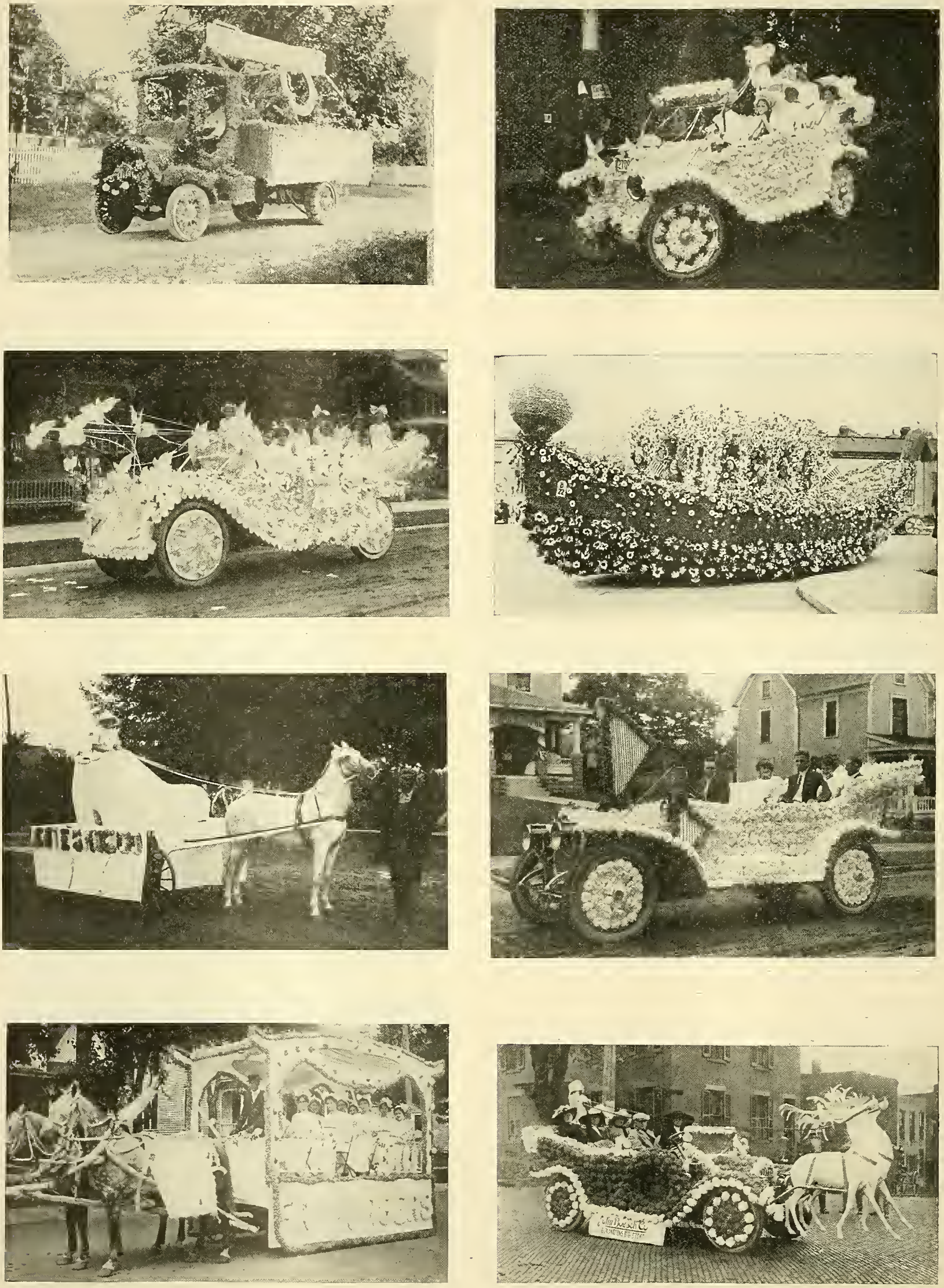
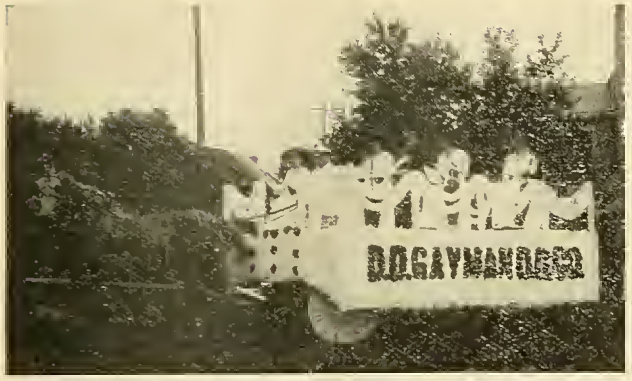


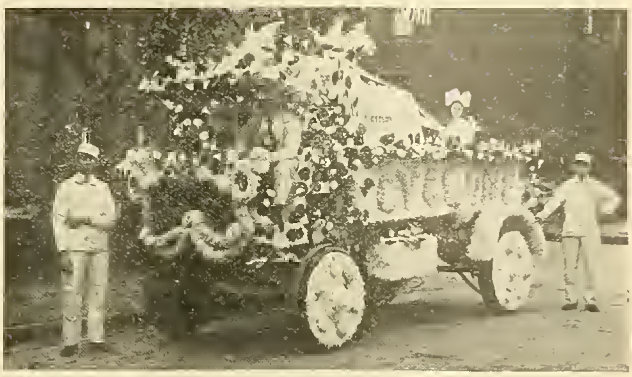
Plate No. 7208. Display of Shirts by F. H. Kloopman for F. H. Bohne & Bro., Ft. Wayne, Ind.

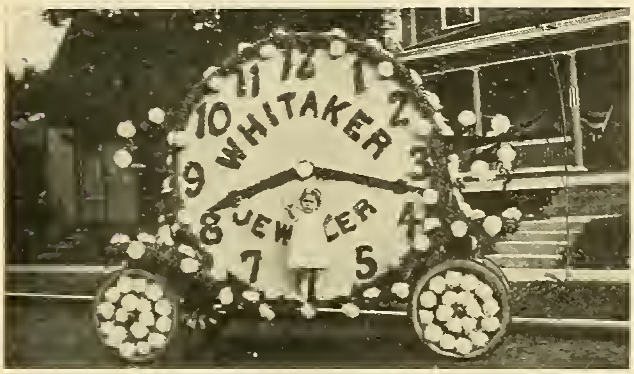
This is a simple and unconventional display that requires no explanation. It was a stocky arrangement in which a considerable number of patterns were shown.

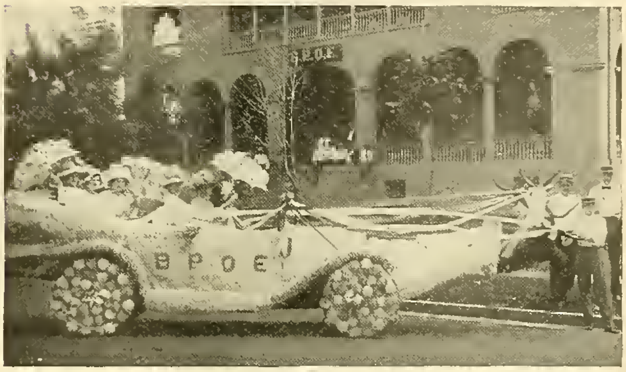


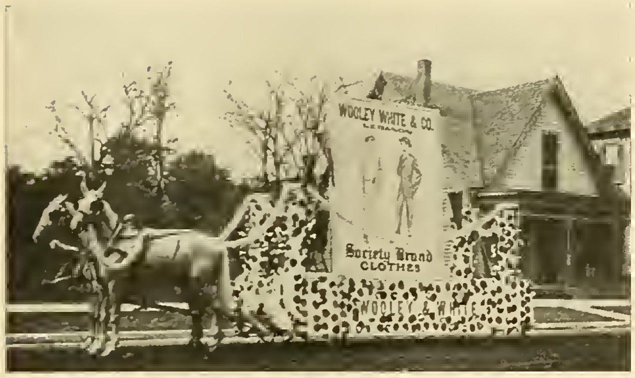
IF YOU KEEP YOUR CUSTOMERS FROM GOING OUT OF TOWN TO SPEND THEIR MONEY ON THE FOURTH OF JULY, YOU WILL HAVE TO PROVIDE SOME ENTERTAINMENT TO HOLD THEM AT HOME. A FLORAL PARADE IS THE MOST PRACTICAL AND INEXPENSIVE ENTERTAINMENT YOU CAN ARRANGE FOR. ARRANGE TO HOLD A BIG FLORAL PARADE IN YOUR TOWN BEFORE SOME NEIGHBORING TOWN DOES THE SAME THING.

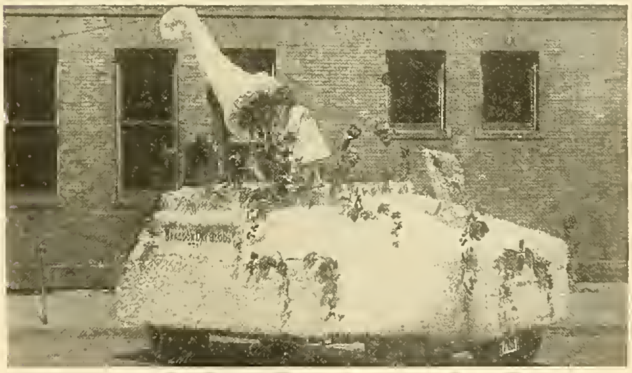

D.O.GAYMAN&CO.

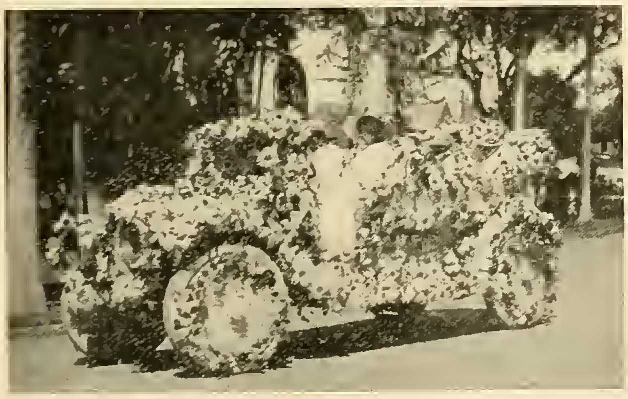


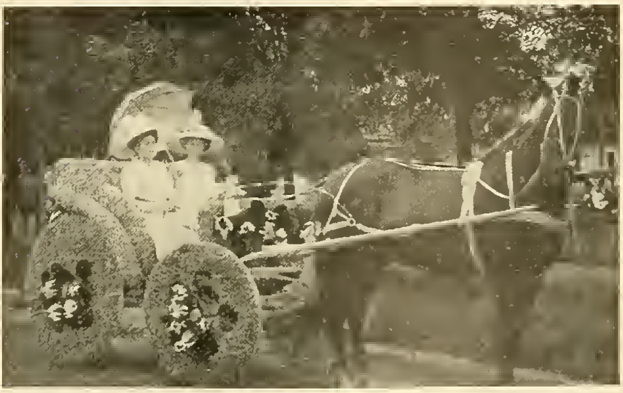

WHITAKER
JEWELER




WOOLEY WHITE & CO.
LEBANON
Society Brand
CLOTHES
WOOLEY & WHITE







THE PICTURES ON THESE TWO PAGES SHOW A NUMBER OF FLOATS, AUTOMOBILES AND OTHER VEHICLES THAT HAVE APPEARED IN PARADES ALL OVER THE COUNTRY. A FLORAL PARADE IS A TRADE BOOSTER AND A FINE ADVERTISEMENT FOR ANY CITY. YOU CAN EASILY ARRANGE TO HOLD ONE IN YOUR TOWN DURING THE SUMMER, AND YOU WILL FIND IT A BIG HELP TO YOUR BUSINESS.

SCENIC BACKGROUNDS

SOME PRACTICAL SUGGESTIONS FOR DESIGNING AND EXECUTING PAINTED SCENES FOR SHOW WINDOW DECORATION—A SPECIAL STYLE OF WORK IS REQUIRED FOR THIS PURPOSE

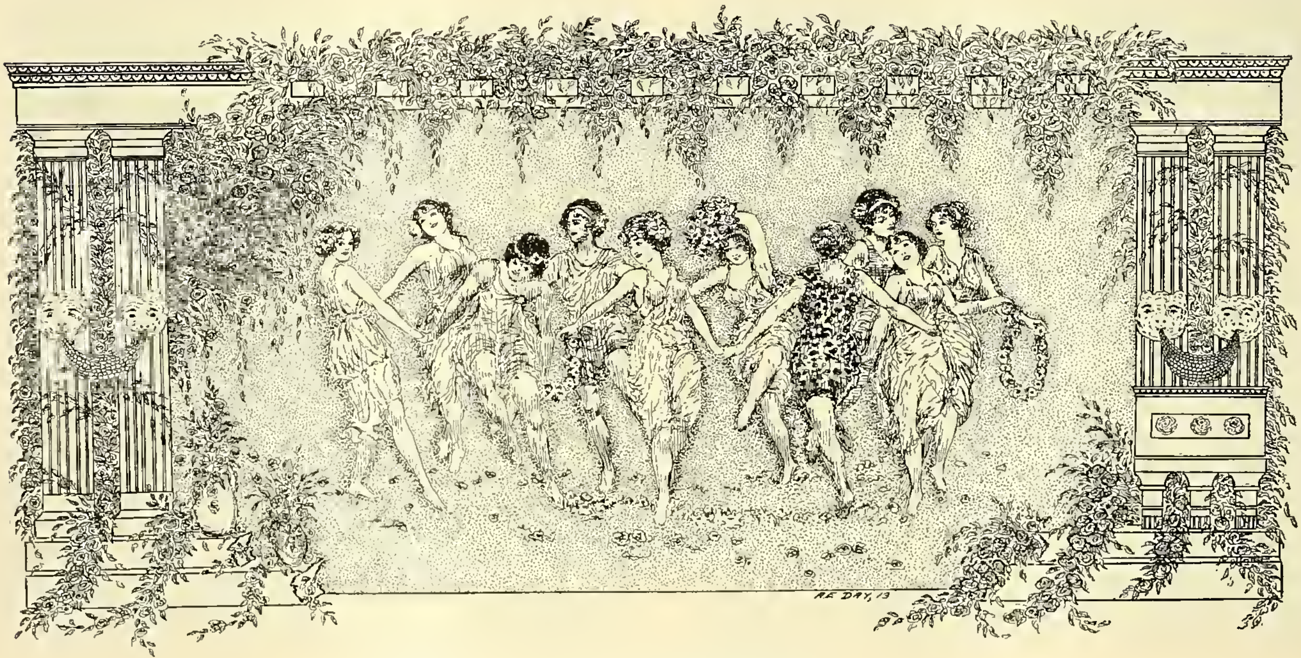
A. E. Day

SCENIC paintings have always been used to some extent in the decoration of show windows but during recent years their use has largely increased among stores of all classes. This growing popularity is without question due to a better understanding among decorators as to what constitutes a proper painting for a window background. In days gone by, any painting that might be available would do for the window, but the best authorities now agree that the background must be made especially for this purpose and that a special style is required to get the best results.

Ever keeping in mind that the merchandise is to be made the central attraction of the window, the painting must be handled in such a manner that it will not monopolize the attention of the person in front of the window. The successful window painting may be said to differ from all other paintings in that it is not supposed to attract attention to itself. Its purpose is furnish a color effect and to give tone or character to the merchandise. Therefore, the window painting should be handled in a somewhat impressionistic style without too much detail or strength of color. There should be nothing about it to center the observer's attention. For this reason, quiet landscapes are generally chosen for show window scenes. When figures are introduced, they are handled in a broad way without much detail.

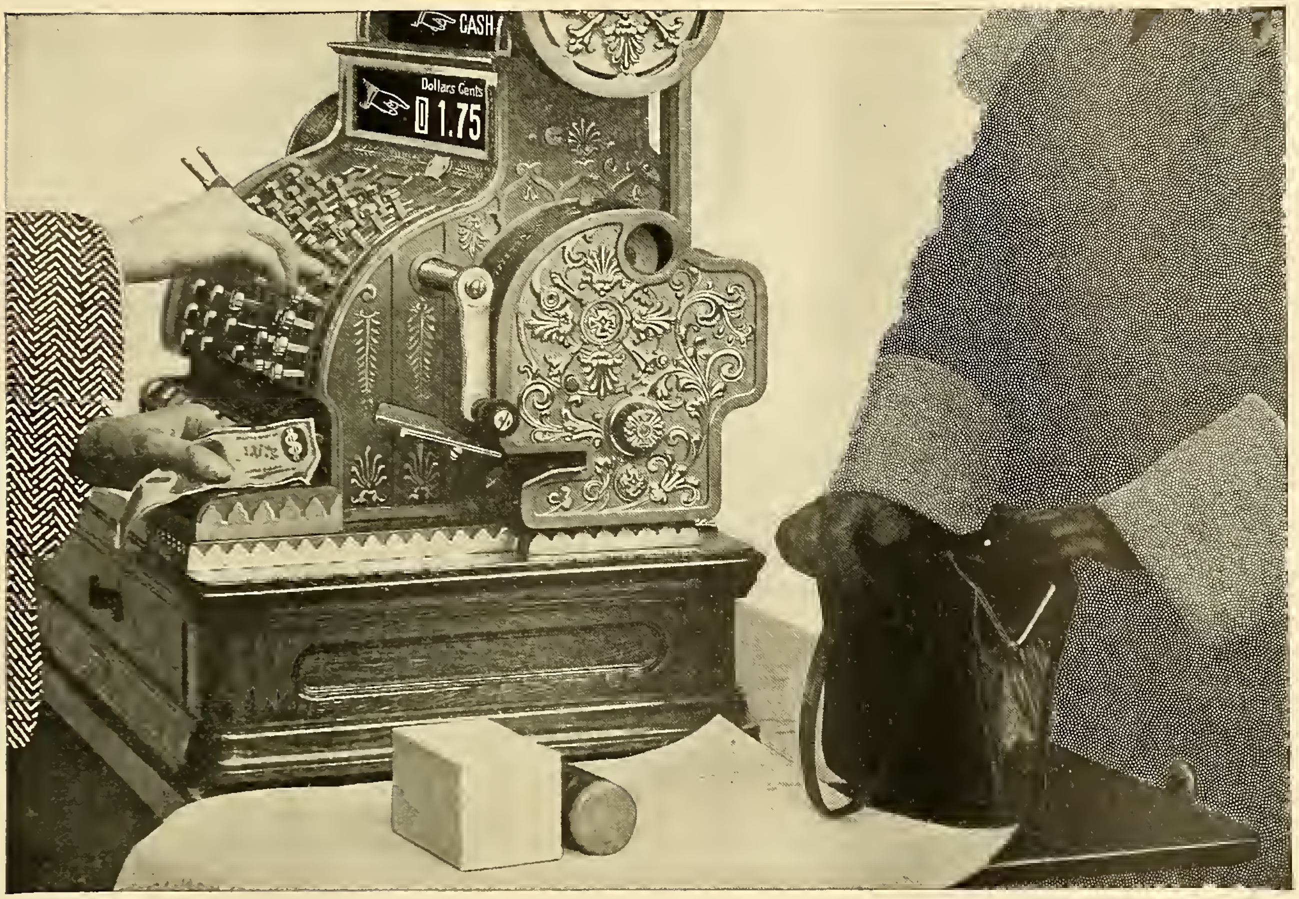
Presuming that the artist understands how to draw, sufficiently well for the purpose, the most important feature of the window painting is its color. This must be handled to harmonize in the painting itself, and to supplement the color of the merchandise. The general color scheme, in most cases, is determined by two factors, the season and the predominating colors of the merchandise that is to be shown in the window. Spring paintings are generally handled in delicate greens, yellows, pinks and other pale pastel shades and the whole character of the picture is made to correspond with the colors of nature at this season. For fall the colors are darker and warmer being suggestive of the Indian Summer colorings of autumn with their rich tans, yellows, browns and reds intermingled with the deeper shades of green. For the Christmas windows, the painting takes on a more wintry tone.

It takes no very great genius to paint a presentable scene for a window, but it does take a certain amount of technical knowledge. And unless he has this knowledge, the window dresser had better leave the job to a trained painter. There are certain rules of perspective and general composition with which the painter must be familiar or his work is certain to prove a flat failure. The window dresser himself will not know the picture is wrong; possibly his employer may not know it is wrong, but everyone who knows anything about drawing will see the defects immediately and the effect of the display will be greatly impaired.



A SUGGESTION FOR SCENIC BACKGROUND BY A. E. DAY.

We have seen hundreds of backgrounds painted by window dressers but of all these there have been extremely few that were not worse than no painting at all, so far as the artistic effect was concerned. The commonest defect is poor perspective. Trees and other objects that are supposed to be in the extreme background are drawn in as distinctly, and sometimes almost as large, as those in the immediate foreground. Often the same color is used to designate a tree close by and one in the distance. As a general rule, the



There's a Record in the Register

Before the Customer Gets the Goods

The "Get a Receipt" plan enforces a ***record*** inside the register before the goods are wrapped. The ***receipt*** is wrapped in the parcel and the record ***must*** be made before the receipt is issued.

This record is the clerk's own acknowledgment that he has sold a certain amount of goods and will be responsible for a corresponding sum of money. It is your receipt for the transaction.

This protects your business, shows you at all times just where you stand, benefits your customers, saves time and increases profits.

Write for information today about the National Cash Register that is built for the particular needs of ***your*** business.

The National Cash Register Company, Dayton, Ohio

vanishing point is not even dreamed of. Another fault arises from the hard, sharp lines which should be toned down and softened. For example when a path is painted extending from the foreground back into the distance, it is usually defined as sharply and given exactly the same color in the back as in front.

In the average landscape, the horizon is generally a little below the middle, but this will not do for the window painting unless it is handled unusually well. It is better to move the horizon down close to the bottom of the picture if the scene is a flat one. This will lessen the chance of mistakes of perspective and will more nearly correspond with the floor line of the window.

Figures are a pitfall to the amateur scenic painter. It takes much accurate knowledge and a good deal of practice to paint figures even passably well, and the beginner is reasonably sure to make a botch of anything he may attempt in this line. The figures should be omitted from window paintings until the amateur artist has attained enough skill to do them well.

Do not understand us as attempting to discourage window dressers from attempting scenic paintings for our intention is just the opposite. We would urge every decorator who has a knack for the work to paint whenever the opportunity arises. But he should go about it in the right way. As was said in the beginning, no one can draw or paint properly unless he understands the basic rules of the game. These rules, however, are extremely simple and easily understood, and they are a wonderful help when once understood. In every city of a few thousand there is someone who gives painting lessons that will serve to start the student in the right direction, and once started right, his progress will be largely a matter of natural aptitude and practice. In case there is no teacher to be had, much of drawing and painting can be learned from illustrated books on these subjects.

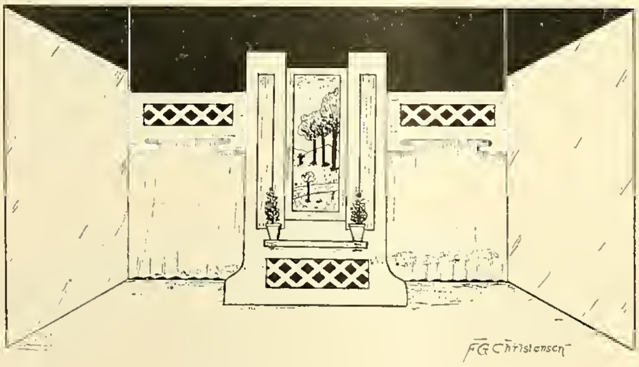
We show here a suggestion for a spring background, the painting extending across the entire back. This picture is to be done in delicate tints showing but little contrast. The columns at the sides, pergola and floral treatment may be understood from the picture and need no comment.

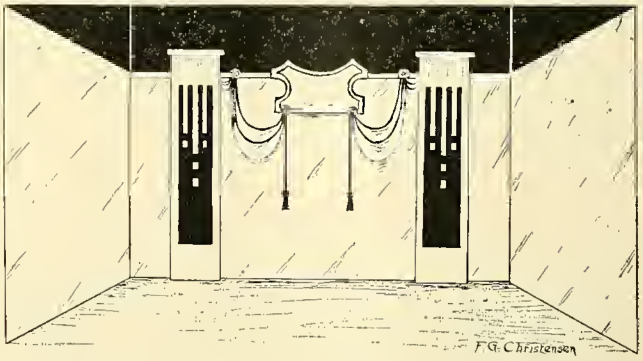
* *

ANY window dresser who has not a copy of "The Art of Decorating" in his library, is not fully equipped to take care of his work to the best advantage. This wonderful book contains the combined experience of practically all of the leading window dressers of the world. This information is indispensable to the beginner, and it will be found very useful by the experienced man. The book costs $3.50 prepaid and it will be worth many times that amount to any window dresser. Send for it now if you haven't it already.

* *

IF YOU are reading some one else's copy of the MERCHANTS RECORD AND SHOW WINDOW every month it will pay you to send in your own subscription and get this journal regularly. You will find in every issue many ideas that are worth the price of a year's subscription.

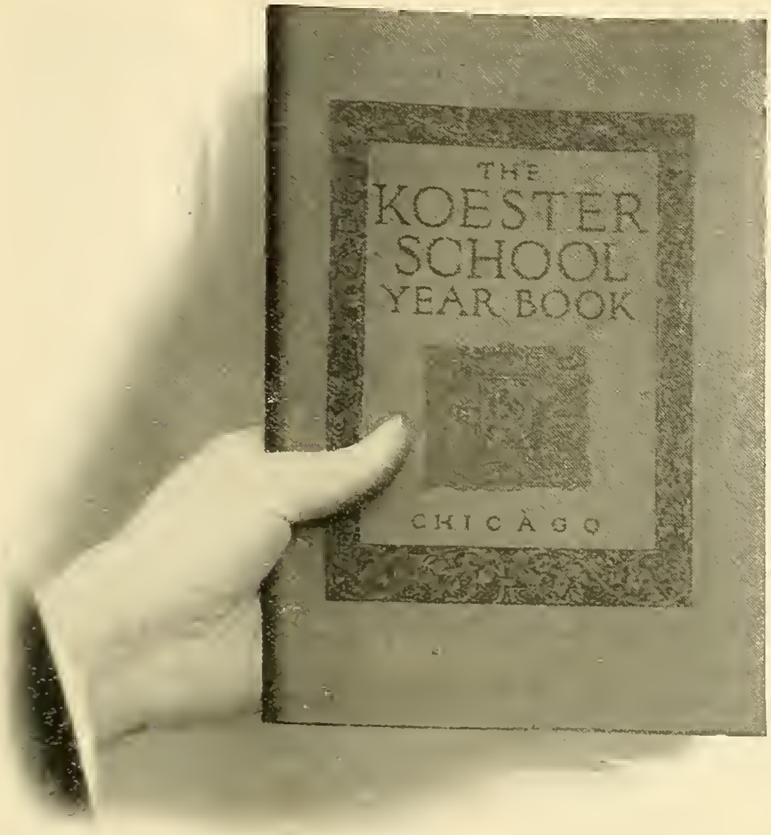




Two Background Designs

HERE are shown two background designs drawn by F. G. Christensen, decorator for the White House, Santa Rosa, California. Both of them are quite simple. The one at the left has a plain latticework pattern that can be made of light wooden strips or very heavy cardboard, or they may be sawed out of composition board which would give better results. The middle structure is built out some distance into the window and is to be made of composition board and painted or covered with some suitable cloth. In the middle is a scenic panel. There are curtains at the sides.

The design on the left has two columns with a shieldlike panel between them. This middle panel may be made in any suitable shape and may contain either a painting or a sign. The columns are to be made of composition board with the front partially cut away and backed by a material of another color. In the sketch, there is a festooning of cords, but artificial flowers could be substituted with good effect.



This Window Trimming Book Free

THIS very interesting book of over 200 illustrations, dealing with Window Trimming, Card Writing and Advertising, is a record of the best work done by Koester school graduates. It is a valuable book for anyone interested in these subjects, as it shows photographs of 78 prize-winning window trims, 44 examples of prize-winning show cards, 84 examples of Koester drapes, 9 complete alphabets, 12 drawings of original background designs, and pictures of over **2000 Window Trimmers.**

This beautiful book is bound in rich brown art cover, printed in two colors, and having nearly 100 pages of most interesting window-trimming matter.

The New Cube-Art Drapes

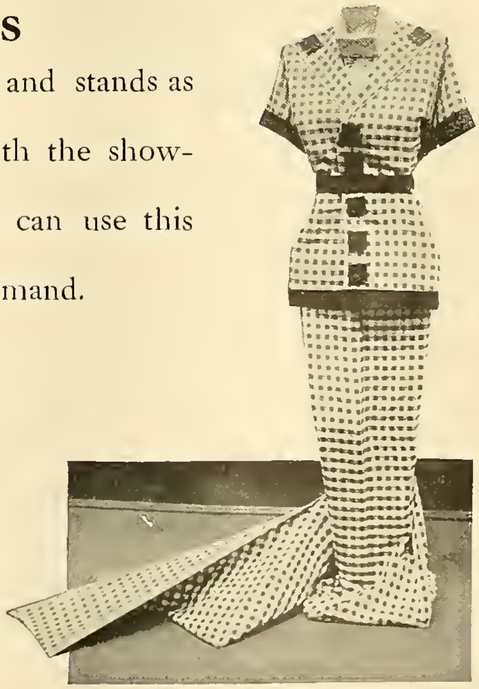
On Cube Forms and Stands

The Koester School teaches you how to make the forms and stands as well as how to do the draping.

This Cubist decorative idea is also taught in connection with the showing of all other lines of merchandise.

All classes include complete instruction on all lines that can use this Cubist treatment to advantage.

Koester men are in demand. You can help supply this demand.



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Start In JUNE

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NOTES FROM NEW YORK

MACY'S ADOPT A NEW AND IMPROVED SYSTEM FOR THE HANDLING OF THEIR WINDOW DISPLAY DEPARTMENTS — EXPERTS TO HANDLE VARIOUS LINES EXCLUSIVELY—OTHER NEWS OF INTEREST

F. F. Purdy

HERE is an ideal system of organization of a department store decorative force that has just been effected by R. H. Macy & Co. It is so ambitious and ideal that we record it with as much surprise as pleasure. It is the first instance we have heard of where a decorative force is organized with such precision. In the first place, the staff over which Mr. Allert has supervision has been increased from twelve to eighteen. On the staff now, as a result of advertising some two months ago, and winnowing out the answers, is a window trimmer who is an ex-expert on showing cloaks and suits, both in the department and in the window. Then there is a yard goods specialist who does all the draping of silks, dress goods, wash goods, upholstery, ribbons and laces, in the departments and windows. The waist specialist has similar duties, dressing all the forms himself. There is a men's furnishing expert and a men's clothing specialist. Each of the foregoing has his helper, and excels along his own line. The work of each is planned a week in advance. Mr. Allert testifies that the result already has been to so accelerate the sales of goods out of the windows that two other members of his force have been putting in most of their time taking out and replacing various goods that have been "sold out of the windows." In addition to the regular staff there are fifteen young women who take charge, under Mr. Allert, of merchandise in their respective departments incidentally, at a little extra renumeration, arranging the displays samples daily in the several departments where they are located. This is in connection with stock, the display of which is changed daily. He gets the fifteen together weekly in two or three "classes" and gives the young women a little talk on their duties, which has had a good effect in stimulating the exercise of care and ingenuity in showing off the goods to advantage in their departments.

Another interesting change at Macy's is the abolition of the written or printed show card. Instead there is a neatly framed affair, 7 by 11 inches in size, in neat mahogany frame. The body consists of framed corrugations, into which neat celluloid letters, with dull projections, securely fit, and the signs are now all made of these celluloid letters. There is the familiar red star at top, and the written signature of R. H. Macy & Co. in white, at the bottom. The white letters of the body of the "card" are small, but easily read, and the effect is very novel. The price tickets, however, are written in the former manner.

A fine plaster model of the projected building for Lord & Taylor, to be erected on Fifth avenue between Thirty-eighth and Thirty-ninth streets stands in the rear of the main floor of the Lord & Taylor store, and thus gradually, one by one, the customers of the house will become accustomed to the new home, which is to be completed next year. Of a lofty height, the building takes in the Fifth avenue front between the two streets, except a small corner at Thirty-ninth street. A balcony runs round the outside of the third floor of the handsome model building. There are four large show windows in Fifth avenue, on the ground floor and four on the second floor; four main floor windows on Thirty-eighth street, and two second story windows, and two main floor windows on Thirty-ninth street. Mr. Rossiter, the decorator, and an assistant, handle the windows now without other assistance, but the work will be doubled up-town. There is a rumor about Lord & Taylor's to the effect that second floor windows will be dressed right below on main floor and hoisted easily to position on second floor, after which main floor windows will de dressed. It has come out in the public prints that the window dressing will be done in the basement, displays being hoisted thence. Meantime "headquarters" says "not a thing for publication," and it would not be surprising if the matter were not easily settled definitely.

STERN BROS.

Stern Brothers, however, will be "furthest north" in the shopping district, and the fixture men are getting busy grinding for the Stern contract. The Stern establishment, it is anticipated, will be opened this fall. As it fronts on three streets, Forty-second, Forty-third and Sixth avenue the window space will be larger than at present.

One of the features introduced during the month was the usual fine interior displays of summer furniture in the leading department stores, including reed and rattan furniture, porch and lawn furniture, enameled suites, furnished bungalow rooms, etc. Each year these displays in Macey's, Gimbel's, Wanamaker's and other stores go a little ahead of their predecessors. Summer furniture is being handsomely featured in smaller stores as well, and the mark of a "live one" in furniture at this time is the putting up of a fine showing of the kind.

JUNE

Looking forward to June—window trimmers hereabouts place some emphasis, to start with, on a play for the trade of bride and her retinue, not only in early June, but the latter part of May, in anticipation of June weddings. This is done in various ways. Last year Loeser's had a notable exhibit of wedding stationery. Another, the Greenhut-Siegel-Cooper Co., had a big wedding cake in connection with a high grade exhibit of products of its bakery, with the bride, fully attired, cutting it. Her costume was "sold right

THE NEW CUBIST DRAPES.

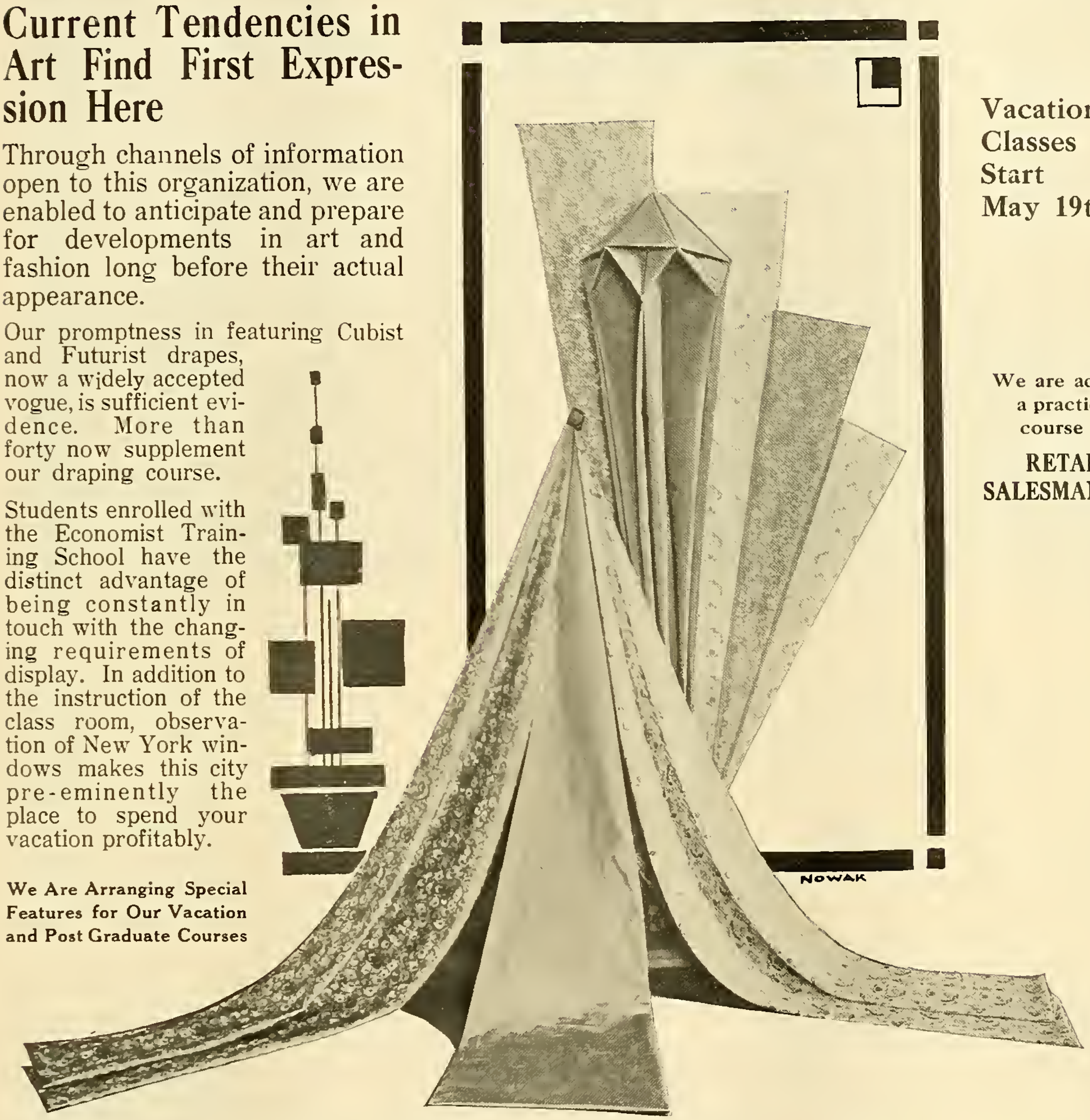
Current Tendencies in Art Find First Expression Here

Through channels of information open to this organization, we are enabled to anticipate and prepare for developments in art and fashion long before their actual appearance.

Our promptness in featuring Cubist and Futurist drapes, now a widely accepted vogue, is sufficient evidence. More than forty now supplement our draping course.

Students enrolled with the Economist Training School have the distinct advantage of being constantly in touch with the changing requirements of display. In addition to the instruction of the class room, observation of New York windows makes this city pre-eminently the place to spend your vacation profitably.

We Are Arranging Special Features for Our Vacation and Post Graduate Courses



Vacation
Classes
Start
May 19th

We are adding a practical course in

RETAIL SALESMANSHIP

Remember the Cubist Idea will never be applied to the contour of a garment, but lends itself to the pattern, trimmings and style value.

We have taken this important fact into consideration in arranging our Cubist drapes. Many of them are made over simple home made fixtures. *They are not freaks* but will add to the selling power of your display.

The first Cubist background and the first Cubist drapes reproduced in America, were shown in the Dry Goods Economist in the April 5th issue.

Booklet No. 24 explains in detail our courses in Display Managing, Window Trimming, Show Card Writing, Retail Salesmanship and Advertising. Writing for it will be taking a decisive step toward perfection in your chosen profession.

THE ECONOMIST TRAINING SCHOOL

The Instruction Department of the Dry Goods Economist

231-243 West 39th Street, NEW YORK

off her back," and replaced and sold again, although this was primarily a high-grade bakery exhibit. Wanamaker's in Philadelphia last year had a series of bridal windows, showing the wedding, inspection of trousseau; going away, with luggage, etc., bridal couple in traveling array, etc. The high-grade men's furnishers devote much attention to getting next to furnishing complete outfits of gloves, ties, stickpins, etc., for the groom's party, and the department stores will soon be hot after the confidence of the bride's party. This business means a great deal, and is materially promoted by early window suggestion.

MR. SCHMEHL'S WORK

The foregoing is but one feature of the June business. F. G. Schmehl, the Greenhut-Siegel-Cooper decorator, who is probably not surpassed among decorators as a merchandiser, has this to say about a June program: "It is the time to stick to legitimate summer merchandise, summer necessities in home embellishment, garden furniture and accessories, wearing apparel for hot weather, with the emphasis on hot weather comfort, including sanitary articles to mitigate the rigors of heat. Traveling requisites and supplies for vacation needs will find place, with a display or two of bathing suits and accessories. Now, there are those who will tumble a lot of bathing suits into the space and think they have a bathing suit window. But how much more effective to convey the practical idea of bathing to people, put a cartload of sand on the floor, rig up a bathing pavilion or bath house, and show some little children in bathing suits playing on the sand. There are many ways of doing this thing.

"In June, as well as at other times," continued Mr. Schmehl, "there is opportunity of bring departments to the front that are seldom featured. Every department store has a stationery department, for instance. The stationery embossing and personal monograms can be shown, with card plates and cards, and sample invitations to local affairs. This will work in capitally into the June wedding business. There is the mercantile stationery, correspondence stationery. For business stationery the interior of an office is appropriate, or for correspondence stationery, a ladies' boudoir would be just the thing. Thus this merchandise is approached from a different angle, and often produces sales when you least expect them, on account of the suggestiveness of the windows.

A TOURIST DISPLAY

"A tourist window is just the thing for late May and June. A little imagination on the part of the decorator will produce with a tourist window one of the most interesting of possible exhibits. This means more than simply putting a bunch of trunks and bags in the window. A woman en tour, and dressed for it may well be in center, with proper surroundings. Thus you have the USE of the goods in addition to the goods themselves. A good feature for the time is the dress shield, which can be shown entire, with different styles for waists and suits, those adapted for cotton and silk dresses, and all the little accessories going with them. The shields may be shown in process of manufacture, and pictures of rubber trees and plantations are appropriate. It should not be forgotten that in this line manufacturers often can co-operate with material benefit, as well as other lines. It takes study and hard work to put up windows like these which really get the public interested, but it pays. The decorator's method of treatment will vary according to his trade. The popular trade will require broader and sometimes trimming which might be classed as "circusy;" the medium trade will appreciate the suggestive element of which I have spoken; and the fine trade will require the displays of real tone."

SELLING GROCERIES

Not every department store has a grocery department, but this description of a recent grocery window of Mr. Schmehl will illustrate how all the neat little appealing touches are put in that count. The care and resource necessary in trimming any window will be shown. This window was arranged as a grocery store, with shelves, counters and tables, the latter cleared for use of customers in sitting down and making out their orders. The clerk was on hand dressed in white for the occasion. The entire exhibit was of canned goods. A "shopper" was on hand, placing an order with the clerk. There were extension telephones about, with the 'phone number of the company, 4000 Chelsea, giving its silent suggestion for future use. There were also delivery charts, showing the extent of the company's delivery service. The ads of the sale, with all particulars were close at hand to be easily read. Prices of the canned goods were given by the case, dozen and singly. On top of each case was a sample of the canned goods, tomatoes, peas, succotash, or what not, in a handsome dish. It was an appetizing and inviting display, with a variety of ingenious touches to make an unusually vital appeal. It was a case of "the goods, how much, are they good, and how can I get them to my home," and every question answered. Every window trimmer should be as much of a merchandiser as his nature will permit. There are decorators whose advice is of sufficient importance to cause them to be called into consultation before any big deal in buying is decided upon, and to give their idea of how the big purchase is to be merchandised. This is the right position for a decorator to be in. His business is of course to show goods, never forgetting that when he demonstrates that he can sell goods strongly from his windows he is ace high with the house and deserves ample consideration from the management.

YOUR problem in your Clothing Department is to clinch the sale with the greatest possible number of people who come in to see what you've got to sell.

Your solution is the New Way—just as surely for you as for any other of the Two Thousand New Way merchants of this country.

Read the Book—"How to Merchandise the New Way." It tells how stores of every size in all parts of this country are using the New Way to increase sales and profits—many of them forty to seventy-five per cent. within a year after adopting New Way methods and equipment.

How to
Merchandise
the New Way

Fully illustrated with store plans and photographs of store interiors.

The Book is FREE. Send for your copy today. Address Dept. S.

GRAND RAPIDS SHOW CASE COMPANY

The Largest Show Case and Store Equipment Plant in the World

(Licensed under the Smith Patents)

GRAND RAPIDS, MICHIGAN

Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

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of
Window Trimmers *of* America

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Grand Rapids Decorators Meet

A VERY successful meeting of the Window Trimmers Association of Grand Rapids, Mich., was held at the Hotel Pantlind in that city Friday evening, April 4th. The accompanying photograph will give some idea as to the size of the crowd that attended the banquet. An interesting program was arranged which included a demonstration in figure draping by Will H. Bates of Chicago and a demonstration of the uses of plastic materials in modeling and scenic effects by Eugene H. Kranenberg of Grand Rapids. H. L. Harper acted as toast master and other features of the program were an address on "Fixtures" by J. S. Fisher, "Window Display" by M. S. Lawrence, and "The Ad and Window" by G. I. Hallock. Secretary P. W. Hunsicker of the National Association had been down on the program for an address on the "National Association and the Local Organization," but he had the misfortune to collide with an automobile which resulted in damages which made it impossible for him to attend the meeting. Mr. Hunsicker was considerably damaged by the collision, having a broken rib and other serious injuries that laid him up for a while. We are pleased to note however that he has now fully recovered and is back at work again. In every respect the banquet of the Grand Rapids decorator was a most

THE BANQUET OF THE GRAND RAPIDS LOCAL ASSOCIATION.

No. 80E
With Oval Top

No. 80E/D
For Wax Head

Palmenberg
NEW YORK

Form De Milo

Very latest expressions of a radically new idea in draping and garment display on papier mache

Made with opening in back and at arms if desired.

Other De Milo Models less extreme than these, if you want them.

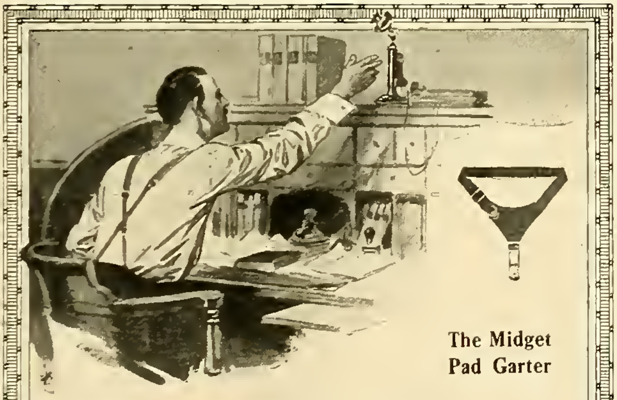
Write for Details. All our catalogues for the asking.

J. R. Palmenberg's Sons

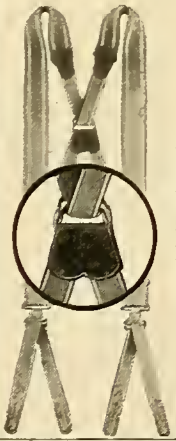
30 Kingston Street,
110 Bedford Street.
BOSTON

Established 1852
710 Broadway, New York
Factory: 89 and 91 West 3d Street, New York

No. 10 and 12
Hopkins Place,
BALTIMORE



The Midget
Pad Garter



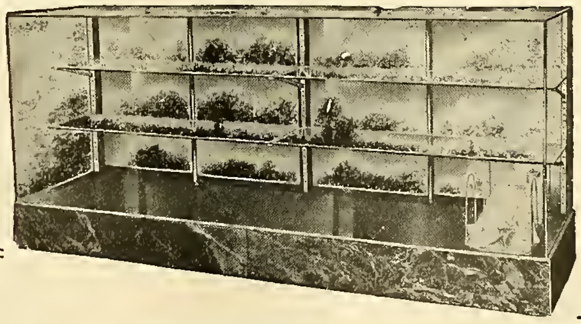
THE
KADY
SUSPENDER

Becomes a firm favorite with the wearer right away. He'll buy no other kind ever after. The KADY is the ONLY suspender with the correct principle of "give-and-take" in response to movements of body and shoulders.

THE DOUBLE-CROWN ROLLER
let's the strap slide, not stretch. There's no awkward binding of shoulder muscles, no strain on the webbing or on the trouser buttons.
Patent too strongly protected to be imitated with success. Easiest possible seller. Men of action prefer the KADY for work and sport.
Retails at 50c. and 75c. Prices to dealers, $4.00 and $4.25 a doz.

THE MIDGET PAD GARTER
Retails at 25c. To dealers, $2.00 a doz.

Each pair guaranteed. Extra comfortable. Long wearing. Made in a variety of colors.
Attractive store cards and signs free. Write us.
Ohio Suspender Co. - Mansfield, Ohio
Makers of all kinds of Suspenders, Belts and Garters for Men



"Just Looking Around"

When a visitor to your store tells you that it's a satisfaction to know that your goods are properly displayed in a

Silent Salesman
TRADE MARK
REG. U. S. PAT. OFFICE
ALL-GLASS SHOW CASE

where they will attract the eye of the visitor, and actually sell him, if he is open to a sale.

The beauty and richness of this case compel attention. There is nothing between the customer's eye and your goods but crystal—clear plate glass. No frame, screws, clamps or angles. No frame-built case is any stronger.

Put in one or two of these cases and watch them actually sell goods. We are specialists in display. Write us for any information about show cases. Our booklet "The Value of Display" will interest you.

DETROIT SHOW CASE CO.

Show Case Makers to Progressive Merchants
487 WEST FORT STREET DETROIT, MICH.
New York Salesroom, 738 Broadway
Get Our Book on Modern Store Front Construction

enjoyable and profitable occasion. It is to be hoped that decorators in other cities will follow the example as the results are sure to prove beneficial to all concerned and to window dressing in general.

* *

To Members of N. A. W. T. of A.

ARE you ready for the next convention? The Committee on Arrangements is now busy with plans for the next big event. The Auditorium Hotel has been selected for the official headquarters which will assure us of plenty of room and many exhibits by manufacturers will again be an important feature of the meeting.

Many new things are already promised us and there is no question but that the coming convention will be as great or even a greater success than the meeting last year. Have you made your plans to attend this meeting? Is the date fixed in your mind so that you can plan your sales and vacations accordingly? It is none too early to commence your preparations right now. Are you planning to bring a friend along with you or have you asked any fellow trimmers in your city to join the association? Have you paid up your dues to August 1, 1913?

Read over these questions and see if you can answer all of them in the affirmative. Don't expect the officers of the association to do all of the work. The association belongs to you and you can get a lot of good from it. But if you sit idly at home, what do you expect the organization to amount to? The officers are servants of the association and are doing everything in their power to build up a useful and substantial body, but they expect every member to do his part also. So let us all do our best to boost for the welfare of the N. A. W. T. of A. and try to bring in as many new members as we can.

There are going to be some very important questions brought up at the Chicago convention next August for us to decide. These questions are vital to the welfare of the organization. One of the important matters to come up will be the welding of the National Association with the various local organizations that have been formed all over this country and Canada during the past year. In 1911 the window trimmers of Canada appealed to the N. A.W.T. of A. for permission to organize a like association in Canada. Permission was granted and the Canadians now have an organization to be proud of. Many cities throughout the states have flourishing associations and these local bodies are rapidly springing up everywhere. There are now local associations in Lancaster, Pa., Washington, Pa., Minneapolis and St. Paul, Milwaukee, Wis., Grand Rapids, Mich. Others are in process of formation. These local associations are deserving of the heartiest encouragement, for if they receive the support they should, the National Association will grow as it never has grown before. By-laws must be adopted to cement these associations together with the National body. It can be done and should be done for the good of all concerned.

Your secretary has plans "up his sleeve" to accomplish this desirable end. They will be presented to you at the next convention. In the meantime, think out a plan for yourself and present it at the meeting. We earnestly urge the local associations to formulate plans whereby they may be affiliated with the N. A. W. T. of A. and to bring such plans before the convention.

"In union there is strength" and the more local organizations we can get to work in unison and harmony the better it will be for all of us. Are you an optimist who can see the doughnut, or a pessimist who can only see the hole? Everyone of us should be optimistic concerning the future of our association if we can all pull together.

Now a word as to our officers. The present officers are proud of what has been accomplished in the past two years. The association two years ago was "broke" and in debt. Officers and members alike appeared indifferent to the welfare of the association. But now things are different. The secretary and treasurer are under bonds and there is over $400.00 in the treasury at the present time. Many members have already paid up their dues to August, 1913, but a few have not. All of the officers are in good standing and there is no good reason why the other members should not be paid up. If you are waiting for the secretary to send you a statement, wait no longer; send in your dues now and help that much toward boosting the welfare of your association. All of the money due us for advertising and from other sources has been paid up, so the only money now due is for dues from delinquent members. If you happen to be in that class hurry along the money right now.

And don't forget to ask a fellow trimmer or two to make application for membership in the association. It is up to you—the officers cannot do it all.

P. W. HUNSICKER, Secretary.

* *

Opportunity

FIFTEEN or twenty years ago the window trimmer was a being of somewhat doubtful personality. His regular position was stock boy or junior domestic salesman and he trimmed the store windows when there was nothing else to do. But gradually the merchant began to realize the importance of good window displays and with that realization came the demand for better displays. The better displays grew and grew until today window trimming is an art; and the display manager a living breathing human being, pulsating with life and energy.

The opportunities of the display manager today are unlimited. He is one of the most important factors in modern merchandising and it is up to the individual man to grasp these opportunities. There are any number of ways in which he can do this. First he must be clean of mind and body. He must be ever on the alert for something new. He must be creative and a student. He must keep in touch with the fashions and he must know the merchandise he is to display. Then the Trade Journals—think of what they are doing today for the display managers, devoting a whole section to the displaying of merchandise—giving new ideas and suggestions.

One of the most important opportunities that every live display manager should take advantage of is the big, helpful convention of the National Association of

Lars Smeby

Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN

15 and 17 South Seventh Street

Martin E. Smeby

Twin City School of Window Dressing and Show Card Writing

This School's Success has been made by the Success of its Students

THE Twin City School is positively the only school where an inexperienced man can get the practical instruction and all-around experience in window dressing complete in all its details in order to successfully hold a position as exclusive window dresser. Lectures, drawings and pictures will not give you this. It's possibly enough for a man already a window dresser and whose experience enables him to grasp all details by observation, but for a novice it is time and money wasted.

To learn successfully you must have practical work, the same as if you were filling a position in a large city store. It requires more than large capital and bombastic advertising. Talk and promises will not make you a window dresser. You cannot learn to play the piano without the instrument and you cannot learn window dressing without fixtures and merchandise. Bear this in mind: There is absolutely no comparison between this school with its splendid facilities and efficient instructors and any other corporation school in existence.

Write for Catalog and General Information

Twin City School of Window Dressing

15 and 17
S. Seventh Street
MINNEAPOLIS

Form Drape by Arne Olsen, Graduate of the Twin City School, now window dresser with L. S. Donaldson Co., Minneapolis

The Twin City school is not conducted by a corporation or promoters having cheaply hired help as instructors. The Smeby Bros. are your instructors, they do not run their school on the past reputation of former owners or men who have no interest in the institution further than to draw their dividends. The Smeby Bros. are not dead-ones, they are very much alive and in the front rank in the profession, their ideas and methods are copied and recognized by the best window dressers in the country. The rapidity with which this school has jumped into favor and popularity is marvelous. The school has long since passed the experimental stage and its success today is attributed to the resourcefulness of its founders and the practical and honest instruction given to its students.

The Smeby Bros.' principle is "Quality." They realized from from the start that the success of the school depended on the success of their graduates. The personalities and remarkably successful experience of the Smeby Bros. is an assurance of expert instruction. The training offered in these courses is such as can only be obtained from teachers of wide experience. Their perfect knowledge of all details and artistic arrangement of merchandise qualifies them to treat the question of window dressing from a scientific standpoint. There is not a point of vital matter relating to the profession that is omitted in this school.

The question from a student's standpoint should be to select a school where the facilities are such as will give them the practical training necessary and the choosing of teachers who are known to be masters in the profession. All men of ability in any vocation are known by the members of the fraternity in which they are affiliated by reputation, they are known for the work they do, their work is recognized accordingly by fraternity and employer alike, and the Smeby Bros. are so recognized.

Window Trimmers. Think of the good you can derive from the demonstrations given by the experts in this line of work. Think how it will broaden your scope of view to meet these men. Last year over five hundred journeyed from all parts of the world and were better and bigger men for having attended.

The 16th Annual Convention will be held in Chicago, August 4th, 5th, 6th and 7th. Are you going to be there? It will be more comprehensive than ever. The demonstrations will be of unusual interest, depicting the very latest ideas in the displaying of merchandise. No display manager with any responsibility can afford to miss it, for you can do this best by observation and applying your brains to your work. You know the man with the latest fashion magazine and the trade journals on his desk will rise faster and draw a bigger salary than the man who uses the hammer and saw. Better plan to attend the next convention and take advantage of the opportunities it affords. You are welcome whether you are a member or not.

CLAUDE J. POTTER,
Chairman, Board of Directors.

* *

Storm Tests Store Front

On Friday, March 21st, Detroit was visited by the most severe wind storm in the history of the city. The gale reached a velocity of 86 miles an hour and in some parts of the country would be considered a hurricane. In every part of the city signs were torn from their fastenings, chimneys were knocked over and in the down-town district, the big plate glass fronts began to fall under the pressure and were crashing on every side.

An interesting result of the storm has just been brought to the attention of the Detroit Show Case Company who manufacture the Petz Bars for store front construction. On investigation, they found that, although there is a widespread use of their bar throughout their home city, there was not a single instance in which glass set in Petz Bars had been broken. In Siegel's and Owen's big fronts, which show the largest and most extensive plate glass frontage in the city, the glass held perfectly against the terrific wind pressure.

The Detroit Show Case Company are particularly pleased by the record made by their bar, inasmuch as it was frequently shown that other syles of store fronts in the immediate vicinity to their own, failed to stand the pressure. It was a particularly strenuous test and the makers of Petz Bars are to be congratulated on the wonderful showing.

Statement of the Ownership, Management, etc., of Merchants Record & Show Window, published monthly at Chicago, Illinois, required by the Act of August 24th, 1912. Editor, Thomas A. Bird, 431 So. Dearborn St., Chicago, Illinois. Managing Editor, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Illinois. Business Manager Geo. H. Lamberton 431 So. Dearborn St., Chicago, Illinois. Publisher Merchants Record Company 431 So. Dearborn St., Chicago, Illinois. An Illinois Corporation. Stockholders holding 1 per cent or more of total amount of stck are: Jos. F. Nickerson, 431 S. Dearborn St., Chicago, Ills.; Helen G. Curtis, Oak Park, Illinois; Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ills.; Charles A. Ward, 31 West Lake St., Chicago, Ill.; H. C. Maley, Masonic Temple, Chicago, Ills.

Geo. H. Lamberton, Signature of Business Manager.

Sworn to and subscribed before me this 20th day of March, 1913.

(Seal) Helena B. Davidson, Notary Public.
My commission expires Jan. 6th, 1914.

For Our Advertisers

Bert L. Daily

Word from Bert L. Daily of Dayton, O., is to the effect that while he lost practically all his personal household property, his stock of "Perfect Stroke" brushes and supplies is perfectly intact and he is "doing business at the same old stand." Fortunately, Mr. Daily's office and supply rooms are located on the second floor of the Rauh building, and while the mad waters of the March floods reached half way up the stairs, there was no damage done above the first floor.

Mr. Daily, with his wife and baby, fled from their home at the first approach of danger on Tuesday morning, March 25, and were rescued by friends and relatives. They were marooned several days, during which time they witnessed some harrowing sights from their windows—dead animals floated past the house, pianos were washed by in dozens, and wrecked houses and barns were whirled down the main streets in the resistless swirl of the waters. They also saw the destructive fires in various parts of the city, and it appeared to them as if the entire downtown district would fall before the flames.

Mr. Daily is very hopeful for the future of the beautiful "Gem City," and declares that the business men of Dayton are cheerful and optimistic, despite the overwhelming amount of damage done and the appalling work of "cleaning up" that is ahead. The delays in the mails at the time of the flood resulted in Mr. Daily's being swamped when regular deliveries were resumed, but he has now caught up and is filling all orders promptly, he writes.

A Live Fixture Concern

The Great Western Fixture Works of Chicago has always had the reputation of turning out good goods at very reasonable prices. Recently they have been putting on the market a number of fixtures that will prove of special interest to every practical window dresser. These new display devices are the products of the inventive genius of several of the leading State street window dressers and are therefore a happy combination of good looks and utility. A stand that this concern is now pushing is a T-stand of peculiar design which is intended for a great variety of uses. It has a curved cross bar and a slightly bent standard which makes it an ideal stand for showing women's waists and similar lines. It is extensible and therefore can be used in many ways. The stand is only one of the many that have been put out recently by the Great Western Fixture Works, that are attracting unusual attention among practical trimmers. A large and comprehensive catalogue is issued by this company, which will be mailed to any merchant or window dresser for the asking.

The Card Writers Supply Co.

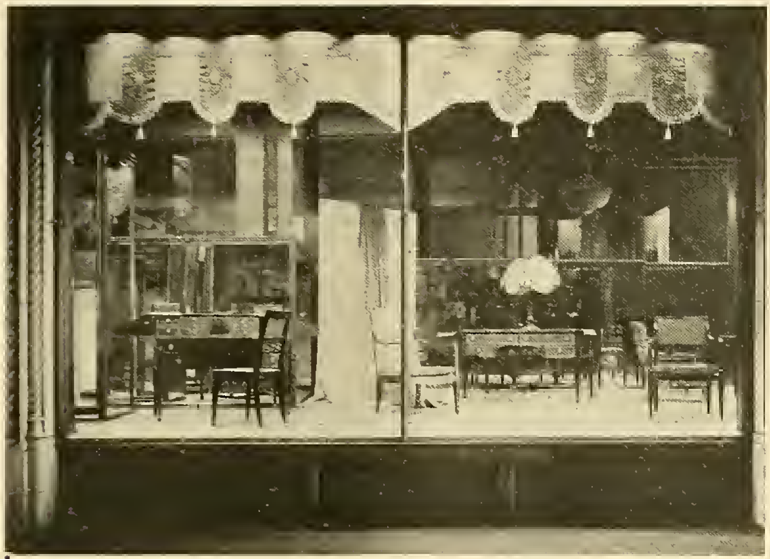
In this issue we have with us the advertisement of The Card Writers Supply Company, Galesburg, Ill., who have just issued a complete catalog of needed supplies for the card writer, featuring Payzant Single Stroke Free Hand Lettering Pens and Blicks Guaranteed Brushes.

During the past year hundreds of card writers throughout the U. S. have familiarized themselves with Blicks Guaranteed Supplies, which means a satisfaction with every purchase or money back. The reproduction of their trade mark is an assurance of their guarantee. Every show card writer should have their catalogs which will be sent on request.

Change of Address

Owing to the remarkable popularity of the Paasche Air Brushes, it has been found necessary for the manufacturer to secure greatly enlarged quarters. The Paasche Air Brush Company now occupies commodious quarters in the new Madison Terminal Building at the corner of Madison and Clinton streets having moved from the New Era Building at 600-610 Blue Island avenue. This move furnishes the company with better and much larger quarters and much improved location, close down town.

Paasche air brushes have well earned the endorsement of practical show card writers. They are very simple and practical. Their unique construction makes them remarkably easy to use for all sorts of work and they are susceptible of a wide range of adjustment that makes them especially desirable for show card work. Thousands of card writers all over the country are using them and the number of satisfied users is increasing by leaps and bounds.



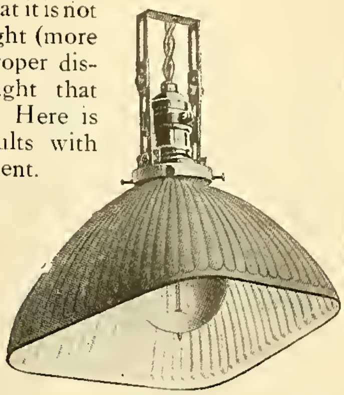
One of Twelve Windows of Mandel Bros., Chicago, Equipped with "Pittsburgh Reflectors."

What it Does

The all around efficiency of the "Pittsburgh Reflector"

For Show Window Lighting is here expressed in the photograph. It is significant, for it shows uniform lighting with **even distribution.**

It shows that it is not quantity of light (more light) but a proper distribution of light that gives results. Here is maximum results with minimum current.



One-piece glass, silver plated adjustable reflector. Scientific design and special manufacture to give durability and efficiency.

Better Lighting Than Any Other System Is The Unanimous Verdict.

Our experienced advice is at your service. We have the special treatment your window needs. What we have done for others we can do for you.

Pittsburgh Reflector & Illuminating Co.
3117-19 PENN AVE., - - - PITTSBURGH, PA.

Chicago Representative **Frederick A. Watkins,** 565 W. Washington St., **Chicago**

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

I'll teach you personally—by mail—you'll succeed. Wonderful field—for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, banners, signs etc. are used in enormous quantities. Crawford B. C., writes, **"Earned nearly $200.00 since taking course."** Parrott, Okla., says, **"Earned several times cost of course since enrolling."** Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

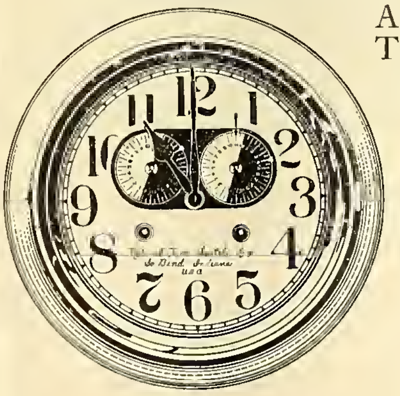
EARN $18 TO $35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer hack of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzner, Minn., writes, **"Did job recently and got $10.00, profit $7.05.** Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(Dept. 120) DETROIT SCHOOL OF LETTERING
DETROIT, MICH.

"Oldest and Largest School of its kind."

System in Your Window and Sign Lighting



Style "A"

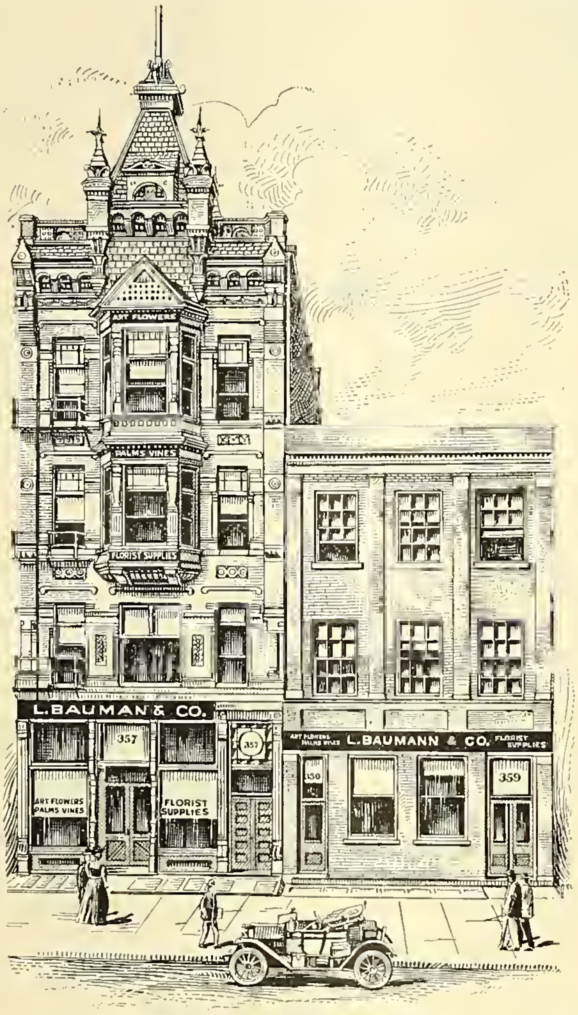
A National Time Switch will turn your lights "on" and "off" automatically. It is an accurate time piece and a reliable Time Switch combined. It has a large 12-inch time dial, the time piece is a strong eight day pendulum movement. Either alternating or direct current may be used. Cases also finished in any style wood to match your fixtures. It reduces your light bill and will pay for itself in a short time. Testimonials by hundreds of users.

"Ask the man who owns one" Address We guarantee every machine

National Time Switch Co.
SOUTH BEND INDIANA

L. Baumann & Co. Enlarge

The fast growing business of L. Baumann & Co., dealers in artificial flowers in Chicago has made it necessary for this progressive firm to greatly enlarge its already large quarters. On May 15 they will take on additional space giving them a total floor area of 34,000 square feet. This, they state, is the largest business of its kind in the world. L. Baumann & Co. will occupy the buildings shown in the accompanying illustration. One of them is a four story and basement structure and the other has three stories and a basement. They have a frontage of 54 feet and a depth of 130 feet.



PREMISES OF L. BAUMANN & CO.

The remarkable growth of this concern is due to the fact that they carry a splendid line of imported and domestic flowers and decorative materials. Their goods have won an enviable reputation among decorators all over the United States and Canada. For years Baumann flowers have had the reputation of representing the maximum of artistic excellence at the minimum price. They will retain their old address at 357-359 Chicago avenue.

Schack's Floral Parade Book

A really remarkable book on the subject of Floral Parades has just been issued by the Schack Artificial Flower Co., 1739-1741 Milwaukee avenue, Chicago. It is composed principally of a splendid collection of pictures of decorated floats and automobiles, and will prove a source of inspiration to every parade decorator. These pictures, of which there are about two hundred, have been made from photographs of the best decorated cars and floats that have appeared in parades during the last few years. Many of them are prize winners. The floral parade is such an inexpensive and practical means of advertising a city and booming business that one or more will be held in practically every city of importance in the United States during the coming summer. This sort of a celebration has largely taken the place of the noisy and dangerous Fourth of July celebrations that were formerly in vogue. The floral parade draws bigger and better crowds and proves more satisfactory in every way than the old fashioned Fourth. Wherever a floral parade is to be held, Schack's Floral Parade Book will be found indispensible as it contains an almost endless collection of practical ideas for attractive parade decorations.

A New Store Front

The Ventwell Store Front Company of Cleveland, Ohio, is introducing a new construction for store fronts, which should appeal to every store owner and merchant as possessing many decided improvements over present day store front systems, both in construction and greater possibilities for profitable window service.

The Ventwell Store Front is made of copper with steel reinforcement which corrects the acknowledged structural weakness of solid copper, but retains the remarkable wearing and non-corrosive qualities of copper than which no better metal can be found to withstand the severe test that constant exposure to the elements inflicts.

Ventwell now makes it possible to have a store front which combines the structural advantages of steel with the durability of copper and is further characterized by unusual adaptability of design to any class of store, old or new, and its attractive appearance.

An exclusive and important feature of "Ventwell" is a new device or slide for controlling the ventilation from the outside which positively insures a dust-tight window in the summer and a frost-proof window in the winter—outside ventilation control means much to the merchant, it guarantees an easily regulated, well ventilated window every day in the year without fear of loss of window display because of dust, frost or sweat.

207 A. C. REICHEL 207

A VENTWELL FRONT.

When ventilation needs regulating, outside control saves the inconvenience of climbing into a decorated window disturbing the display and damaging the goods such as merchants now find it necessary to do if using any other system of store fronts.

This method of Ventwell (Ventilate well) is an innovation which every merchant should investigate if desirous of furthering his own best interests—it adds increased sales power and promotes economy in operation.

The Ventwell Store Front System of reinforced copper has met a persistent demand for a lower priced store front without cheapening its quality or construction, and is vastly superior to any store front system made of thin gauges of metal, heavy gauges of metal only being used throughout.

This company is enjoying unusual success and is now executing some very large contracts in various parts of the country and would be glad to furnish any of our readers with complete information, catalog and samples.

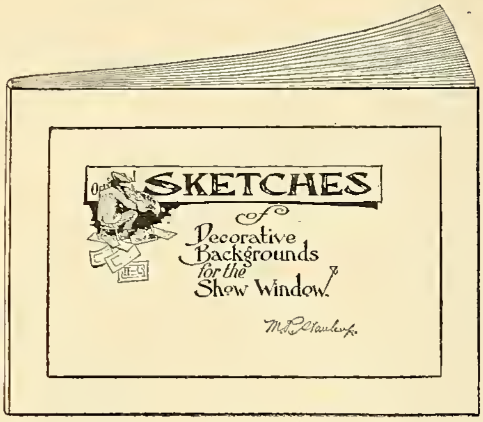
A staff of designers and estimators is maintained to work up suggestions for store owners and merchants who contemplate making improvements—this service is offered free to any who might be interested. When writing, address you communication to The Ventwell Store Front Company, Noble Building, Cleveland, Ohio.

* *

WE frequently receive photographs with no marks of identification and it is sometimes impossible to identify them. Always mark your name plainly on the mount.

22 Full Page Drawings of Decorative Backgrounds

22 Full Pages of Detailed Descriptive Matter.


SKETCHES
of
Decorative Backgrounds for the Show Window
M. P. Staulcup

NOW READY

Every Window Trimmer should have this Portfolio of Sketches.

Every drawing is new and original. They are worked out along practical lines—each sketch is accompanied by a full page description—suggesting the use of many decorative materials, how to use them and where to get them.

Printed on ivory color suede finish paper that will permit the use of water colors in working up color schemes.

Size of Portfolio 9x12 inches

Sent Postpaid ONE DOLLAR

Sent Postpaid ONE DOLLAR

M. P. STAULCUP

35 W. 39th Street Commercial Engineers Bldg.
NEW YORK

1912 Catalogue
Strong's
Celebrated
Supplies
For the Show Card Writer
For the Sign Painter

Show Card Writers and Sign Painters This Book is Yours

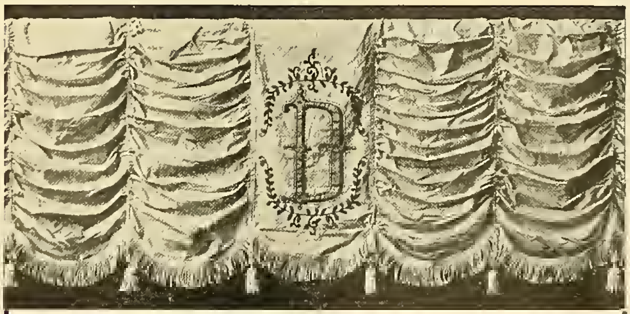
Strong's
Blue Handle Brand Brushes
Aqua Water Colors
Transparent Colors
Oil and paper colors
Dry powder colors
Air brush Inks
Drawing Inks
Show Card Writer's Cardboard
Show card frames
Compasses, Squares, Triangles, Ruling Pens, Tool Cabinets, Complete Outfits, etc.

Contains 261 Illustrations of Brushes and Supplies.

Tells how to select and care for sign writing, brushes of all kinds,—how to get best results from each style. Strong's blue handled brand of brushes and supplies are unsurpassed. Designed by a practical show card and sign writer of years of experience—a man who knows the sign writer's brush-needs better than any mere brush maker ever could.

Send today for catalog. Have it on hand. We make prompt shipments and guarantee satisfaction. Address

Supply Dept.,
Detroit School of Lettering, Detroit, Mich.



Show Window Shades and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

Puffed Linen Shades

and Valances give an individuality and finish to your show windows that will make them far more effective than the windows of your neighbor.

Write today for catalogue showing great variety of styles and prices.

The Art Window Shade Company
Artistic Window Shade Makers
2411 North Halsted St. CHICAGO, ILL.

Annual Prize Contest 1913

Closes July 31, 1913

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current mouth.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

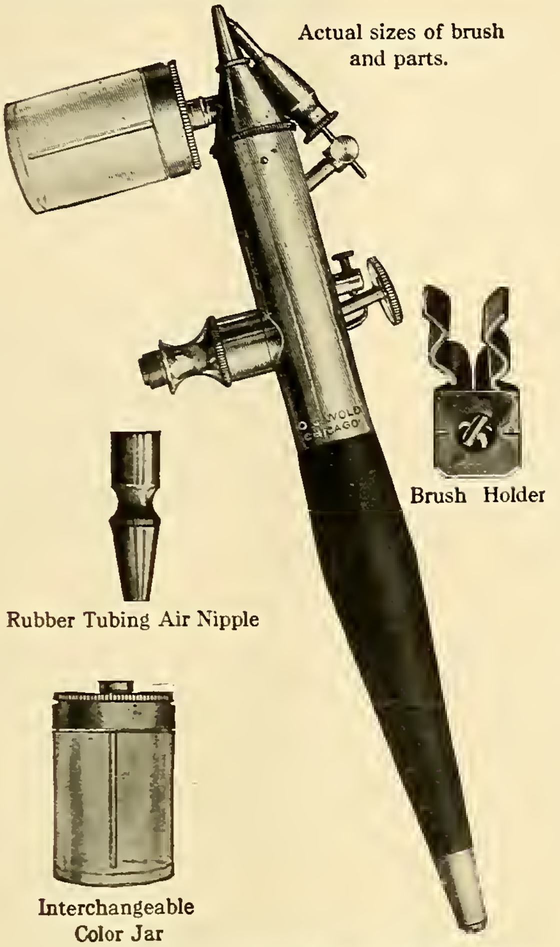
Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

431 So. Dearborn Street
CHICAGO, U. S. A.


Actual sizes of brush and parts.
O. WOLD CHICAGO
Brush Holder
Rubber Tubing Air Nipple
Interchangeable Color Jar

THE WOLD MODEL "O" AIR BRUSH

Get a Wold Air Brush Outfit in the first place and save temper and money

Send for illustrated price list.

THE WOLD AIR BRUSH SHOP
716 W. MADISON ST. CHICAGO, ILL.

Please Mention This Publication When Writing.

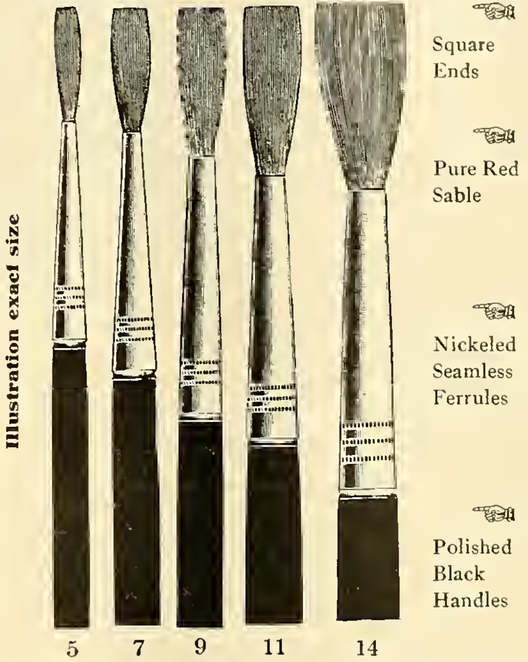


Illustration exact size
Square Ends
Pure Red Sable
Nickeled Seamless Ferrules
Polished Black Handles
5
7
9
11
14

INSIST ON
Blicks
GUARANTEED BRUSHES

GUARANTEED

Pure Red Sable

SATISFACTION OR MONEY BACK

"Ready for immediate use"

Set Number 61

These brushes are excellent for rapid single stroke work. Guaranteed Pure Red Sable of full stock.

SET OF FIVE
$1.75
PREPAID

Catalog Free

DICK BLICK, Manager
The Card Writer's Supply Company
GALESBURG, ILLINOIS

Catalog Free

IMITATION **GRASS RUGS** ALL SIZES

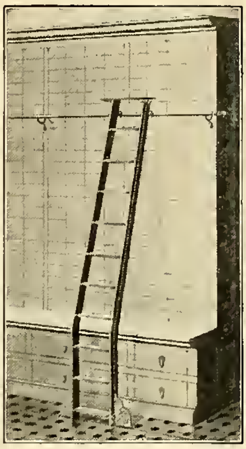
Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street
NEW YORK

"Window Card Writers' Charts"

A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze,** together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50.**

THE MERCHANTS RECORD CO.
315 Dearborn Street, - - CHICAGO



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.
61 W. Randolph Street, CHICAGO, ILL.

A Boys' Hobby Show

RECENTLY Smith, Gray & Co., of Brooklyn, N. Y., conducted an unusual advertising stunt that aroused a good deal of interest among local boys and their parents as well. The scheme was called a "Boys' Hobby Show" and the manner in which it was handled is explained in the following announcement which was given wide circulation in Brooklyn:

There is hardly a boy who has not at some time in his early years ridden a hobby for all it was worth, and found both pleasure and profit in it. Nearly every boy has made, or can make, some clever piece of work. It is our purpose to gather together at our store the hobbies of several thousand boys—a Boys' Hobby Show. Ten thousand square feet of floor space will be reserved. Without doubt, this show—the like of which has never before been inaugurated—will be the most interesting and educational of any affair devoted to Young America.

Five hundred dollars in cash prizes will be distributed among the exhibitors. The judging and prize awarding will be done by three prominent men of Brooklyn—men well known to everyone, and in no way connected with Smith, Gray & Co. To assure absolute accuracy of judging, experts will be on hand to advise the judges in their decisions. Aeroplane experts will advise the judges about the fine points of model aeroplanes; expert artists will advise about paintings, and so on.

To permit of an easy arrangement of exhibits, and a simple, fair method of assignment of prizes, the exhibits will be divided into definite classifications as soon as possible after a sufficient number of entries are in to give us a line on the proper way to do the dividing. But, at first, to give you a suggestion as to the scope of the show, the following preliminary classifications are proposed:

Model aeroplanes, model yachts, other small models, other small articles, amateur photographs, paintings and water colors, drawings, modeling in clay, wood working, wireless electrical apparatus, mechanical apparatus and basket work.

You chaps who have got some novel hobby that doesn't appear to fit in our prpoosed classification, just remember that they're only "proposed," and not settled yet at all, and that we'll try to find entry space for everything we can.

Fill in the entry blank carefully and legibly with ink, filling all spaces, and have two persons over 21 years of age honor your signature. Exhibits will be divided into groups; those of boys under 12 years old, and those of boys 12 to 18 years old, inclusive. Young boys therefore will not have the disadvantage of competing against the more experienced older boys, and there will be two sets of prizes—one for the younger group and one for the older.

A series of prizes—first prize, second prize, and so on—will be assigned to each classification. No boy over 18 can compete. Any boy may exhibit as many articles as he wishes, provided a separate entry blank is used for each entry. All exhibits will be returned the day following the closing of the show. Receipts will be given for each exhibit entered. A force of watchmen will be present day and night to take care of the exhibits. The bigger the show is the more fun and real worth-while good time we'll have. Send for a wad of entry blanks and get all your friends interested. We are ready to send you all the blanks you can use.

The show was a remarkable success in every way. An astonishing large number of entries were made and the character of the exhibits was such as to prove of the greatest interest not only to boys but to their parents as well. Many thousands of visitors attended the show while it was in progress and many new friends were made.

* * *

OUR BOOK, "Sales Plans," contains 350 separate and distinct ways of getting business for the retail store. The plans described have been used and found successful by the brightest merchants and advertising men and you would probably find the same ideas equally applicable to your business. Send us $2.50 for the book, and if you want your money back we will be glad to send it to you.

* * *

IN OUR last issue we published an article commenting on the status of the window dresser, from the pen of Samuel Friedman of Birmingham, Ala. Mr. Friedman was somewhat pointed in some of his remarks and a number of window dressers in different parts of the country have taken exceptions to some of the things he had to say. Owing to a lack of space it was impossible to publish these letters in the present number but some of them will appear in later issues.

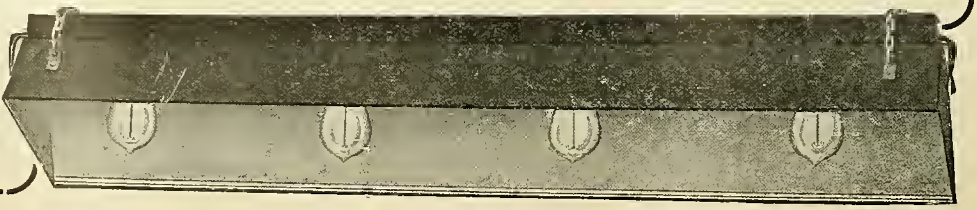
* * *

REPRESENTATIVES of the leading department stores of Pittsburgh are discussing plans for the organization of a local Retail Merchants' Association. A meeting was held at the Ft. Pitt Hotel April 21, when a temporary chairman was elected and a committee named to draft a constitution and by-laws. A charter will be applied for. The next meeting will be held at Ft. Pitt Hotel on the evening of May 2.

* * *

EVERYTHING points toward a wonderfully successful convention of the N. A. W. T. of A. in Chicago next August. The meeting last year was a wonder but the coming one will be still better. An unusually interesting and instructive program is being arranged and the leading window dressers from all over America will be present. Are you coming?

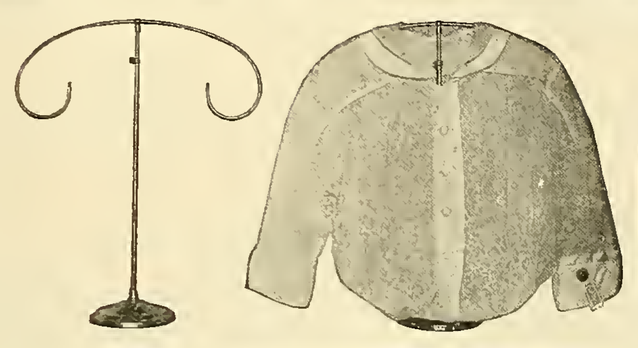
ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS
Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.
American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



Newest Waist Display Stand

Here is a fixture that is comparatively low in price but made of the best materials throughout and furnished in any finish desired. Write to-day for particulars.

The method of displaying a waist as shown in the illustration herewith is followed quite extensively by Mr. D. W. Moyer, of Charles A. Stevens & Bros., Chicago. Mr. Moyer includes this scheme for showing ladies' waists, coats, summer gowns, etc., in what he terms his "haberdashery" showing of women's wear.



This little metal stand is mighty practical for showing all kinds of waists and light materials in show cases, on ledges, or on pedestals in the store as well as for the show window. Clerks can show expensive waists more effectively and slip them on and off the fixture without injury to the goods.

Our Special Designers

are continually working on new creations in Papier Mache Forms, Wax Figures and Metal Fixtures which appeal to progressive merchants and window trimmers everywhere. Send for latest catalogues and prices.

Great Western Fixture Works 133 So. Fifth Ave. CHICAGO

Your Wax Figures Will Always Appear New.

Complete Outfit for Cleaning and Retaining Wax Figures Including Formula of all Materials.

Don't pay the exorbitant prices experts charge. With this outfit you can do the same work and save from $2.00 to $3.00 per figure. We furnish enough materials for 100 wax figures; complete set of necessary tools; book of instructions carefully explaining the work; a complete formula of all materials used in this preparation, with full mixing directions. Our book of instructions includes full explanation how to repair broken or damaged Wax Heads, Arms, Fingers, Etc. (NOTE.—All materials can be purchased in your own city.)

PRICE COMPLETE $5.00

SPECIAL PRICE OUTFITS

Complete Formula with mixing directions, also our book fully explaining how to clean and retint wax figures, including full set of necessary tools. Price $2.50

Complete Outfit of materials, enough for 100 wax figures, including book of instructions fully explaining the work; also full set of tools necessary for this work, but not including the Formula. Price $2.50

Our wax Figure cleaning outfits have been adapted and successfully used by thousands of the best stores in the United States and Canada. Our tints will not fade from the light, nor ruin any wax figure. We guarantee absolute satisfaction. Age will not affect the materials when the outfit is not in use.

Invented and sold exclusively by

The Harrisburg Wax Figure Renovating Co.

335 Crescent Street HARRISBURG, PENN., U. S. A.

SEND FOR OUR HANDSOME ILLUSTRATED CATALOG.

Bert L. Daily Safe from Dayton Flood

Personally I had a narrow escape, but being located on the second floor of the Rauh Bldg., my enormous stock of "PERFECT STROKE" brushes and supplies was untouched by the waters.

Prospects for a smashing business are better than ever and **I'm ready right now to fill all orders promptly.** Don't worry about the delivery. I'll get your orders to you in scheduled time.

1913 CATALOG FREE for the asking. Really worth while looking over.

SEND YOUR ORDERS

BERT L. DAILY

Dept E-5 **DAYTON, OHIO**

Velours, Felts
and
Silk Plushes

F. A. RAUCH & COMPANY,

For Window Dressing Background and Floor Coverings : : : :

Send for Catalogue

410 South Market Street
CHICAGO : : ILLINOIS

STORE STOOLS | **OIL CLOTH RACKS**

Store Display Fixtures

BRYAN NOVELTY MFG. CO., Bryan, Ohio

YOU CAN SAVE $ $ $ $ $ $ By lettering your own PRICE TICKETS and SHOW CARDS. It is easy to do RAPID, CLEAN-CUT LETTERING with our *Improved Lettering Pens.*

TRADE MARK

PRACTICAL LETTERING OUTFIT consisting of three Marking and three Shading Pens together with two shades of Lettering Ink, sample Show Card, complete instructions, figures and alphabets, sent prepaid at the *special introductory price of*........ ....$1.00

COLOR-PLATE COMPENDIUM, 72 pages, 8x11, a complete instructor for the Lettering Pen, prepaid..$1.00
MODERN SHOW CARD LETTERING, DESIGNS, ETC., 144 pages, 6x9, for Pen and Brush, prepaid.......................... ....$1 00

All goods guaranteed first class and reliable. Complete catalog of Lettering Supplies free.

THE NEWTON AUTOMATIC SHADING PEN CO., **Dept. D., Pontiac, Mich., U. S. A.**

SHOW WINDOW BACKGROUNDS

This Book Will Help Trim Your Show Windows

"SHOW WINDOW BACKGROUNDS"
By GEO. J. COWAN

This is a most useful window trimming book and sells at only $1.50, a price tha makes it possible for every window trimmer and merchant to possess a copy.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from the blue prints. Every detail is fully illustrated and fully described with complete text matter.

The first half of the book has the windows arranged in the order in which they should be installed, thus being a yearly window trimming program.

The following partial list of contents will give you a clear idea of what a valuable book this is:

8 New Year's Windows.
White Goods Windows.
1 Lincoln's Birthday Window.
4 St. Valentine's Day Windows.
Washington's Birthday Windows.
8 St. Patrick's Day Windows.
Spring Opening Windows.
Easter Windows.
6 Decoration Day Windows.
5 Fourth of July Windows.
7 Summer Windows.
2 Horse Show Windows.
6 Fall Opening Windows.
Carnival Windows.
Hallowe'en Windows.
5 Thanksgiving Windows.
4 Christmas Windows.
Period Decorations in backgrounds, showing examples of *Greek, Roman, Gothic, German, Japanese, Egyptian, Moorish, Italian, French, Empire, Colonial, Mission, etc.*
10 Sale Windows.
Bas Relief Backgrounds.
Stencil Backgrounds.

and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.50.

Merchants Record Co., **431 So. Dearborn Street Chicago, Illinois**

DISPLAY FIXTURES

LATEST AND BEST DESIGNS OF ALL KINDS OF FIXTURES

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

Factory at
43 East 8th Street

Office and Display Rooms
738 Broadway, NEW YORK

Color Bottle
Color Cup

One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new; and for numerous other purposes.

USERS' OPINIONS

"About one year ago I purchased from you a Paasche Air Brush. Same has been used every day and has never been out of order. Have used water, oil and alcohol colors, all with the best results. I wouldn't trade my little "Paasche" for all the other makes I ever saw, and if I couldn't get another like it, I wouldn't part with it for its weight in gold. GEO. E. WARD, Cleveland, Ohio.

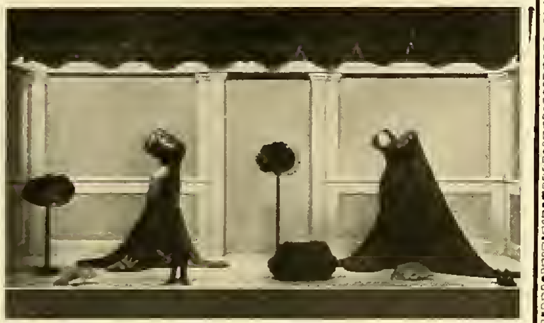
"The Air Brush I bought of you three years ago has paid for itself a thousand times over, and is still in the run.
L. REID, Trimmer for Harmon's Dry Goods Store Jacksonville, Ill.

Our catalog will interest you—write now.

Paasche Air Brush Co.

MANUFACTURERS
5 So. Clinton Street,
CHICAGO, ILL.

BEAVER BOARD



Beaver Board background in a show window of Wm. Taylor, Son & Co., Cleveland, O.

Simplicity the Key Note

That strikes the "man in the street" and gets his attention. The effect is greatly helped by the background of Beaver Board.

Its beautiful pebbled surface can be painted in any color you desire, and the board itself is the easiest of materials to put up, cut into shape, mould to different forms, etc.

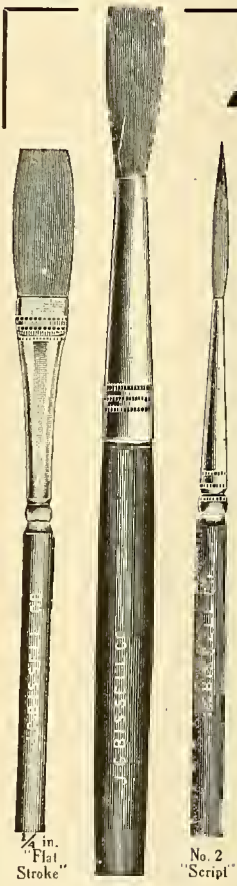
It is to be seen in many show windows in Cleveland and other cities, and is also used for complete walls and ceilings in every kind of building, new or remodeled.

Booklet "Beaver Board for Window Trim" sent free.

BEAVER BOARD
PURE WOOD FIBRE

The Beaver Companies

United States: 160 Beaver Road, Buffalo, N. Y.
Canada: 360 Wall St., Beaverdale, Ottawa
Great Britain: 4 Southampton Row London, W. C.



Bissell's

GENUINE RED SABLE

Show Card Brushes

in three popular styles.

They represent the best that skill, money and experience can produce. If we charged you twice as much we could not give you better material or workmanship.

We believe you will eventually use **Bissell's Brushes**—why not order a set today? We guarantee them.

We have arranged the following sets for your convenience at a special price:

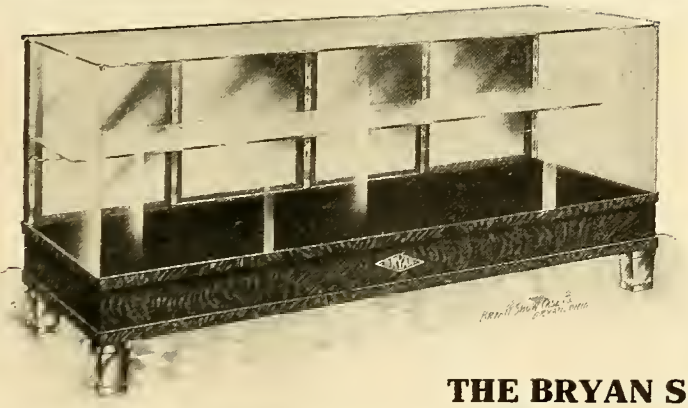
SET No. 1—Red Sable, "Flat Stroke," 5 sizes—¼, 5/16, ⅜, ½, ⅝ in. - - - - - - - - -	*$4.00*
SET No. 2—Red Sable, "Flat Stroke," 3 sizes, ¼, ⅜, ⅝ in.	*2.45*
SET No. 3—Red Sable "Show Card," 12 sizes, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 - - - -	*8.00*
SET No. 4—Red Sable "Show Card," 6 sizes—2, 4, 6, 8, 10, 12	*1.30*
SET No. 5—Red Sable, "Script," 6 sizes—1, 2 3, 4, 5, 6 - - -	*1.25*

Send for Our Brush Pamphlet

It will assist you in making your own selection. Remember—we guarantee every brush.

J. G. Bissell Company
49 Barclay Street, New York

Manufacturers of BISSELL'S (satin finish) Show Card Colors



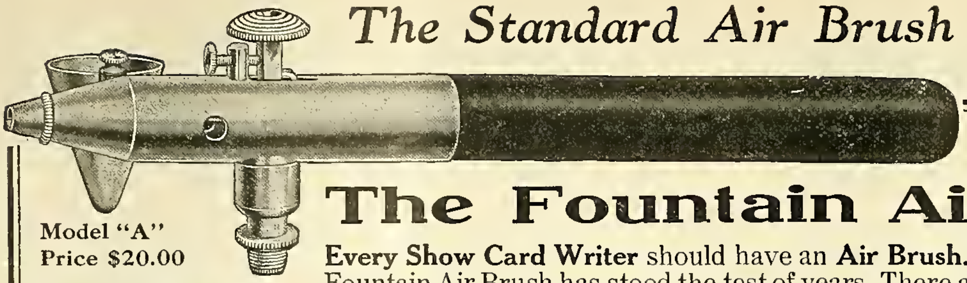
A CASE OF GLASS IS HARD TO PASS

More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes—the construction is perfect.

You will find our catalogue interesting

THE BRYAN SHOW CASE CO., :: Bryan, Ohio



The Standard Air Brush of the World

The Fountain Air Brush

Model "A"
Price $20.00

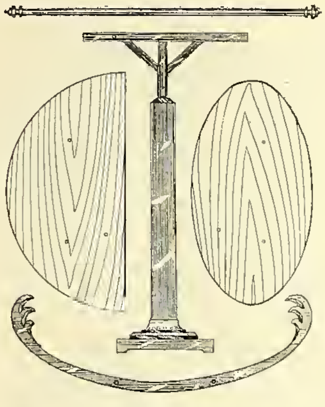
The Original Pencil Shaped Air Brush.

Every Show Card Writer should have an **Air Brush.** Why not the best? The Fountain Air Brush has stood the test of years. There are now over 20,000 in use.

The Model "A" illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the model "E." Price, $12.00.

Send for Catalog M-79 (just issued) new prices.

THAYER & CHANDLER, 913-921 W. Van Buren St., CHICAGO



High class decorators make high class drapes because they use high class stands.

WRITE FOR PROSPECTUS

Showing 100 ways to use this indispensable fixture

Prices $1.15 and upward

David B. Chambers
Des Moines, Iowa

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in covenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Cardwriters Pure Red Sable One Stroke Flat Brush

For a clean stroke letter it has no equal.

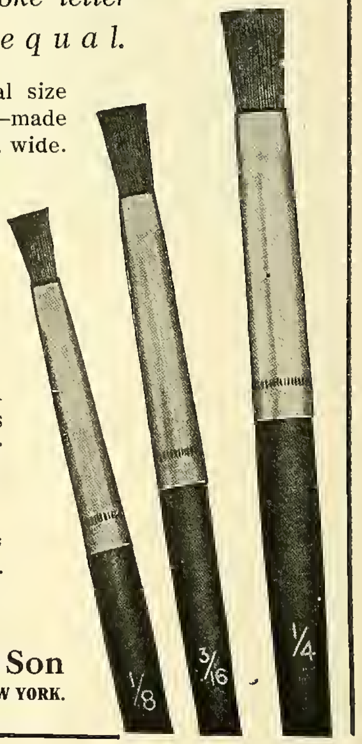
Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send 4c in stamps for our Catalogue. Now ready.

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.

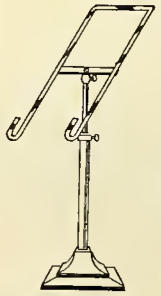


Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE ABSOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors, $4.00
Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK



No. 2035

Barlow Fixtures

For the Best Display

Send for Catalog No. 9
Just out

The Barlow Company
79-B Race Street
HOLYOKE, MASS.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

HELP WANTED

WANTED—Window Trimmer in each city to take the agency for well-known line of display fixtures. We furnish samples and pay liberal commission. Address Box 193, care of Merchants Record and Show Window.

POSITION WANTED

POSITION WANTED—By window trimmer, 12 years' department store experience. Excellent reference. Open for anything. Address Box 201, care Merchants Record and Show Window.

POSITION WANTED—Experienced window trimmer desires change. Will go anywhere. Moderate salary. Good references. Address Box 200, care Merchants Record and Show Window.

POSITION WANTED—Thoroughly experienced up-to-date window dresser and card-writer open for position. Moderate salary, best of references. Capable to assist as salesman if necessary. Address Box 202, care Merchants Record and Show Window.

POSITION WANTED—By well experienced man of all round ability in store work. Age 33, single, good appearance, 15 years' experience with three good houses, known for their progressiveness. Can give former employers as reference as to ability and character. Have held position as salesman, buyer, knowledge of advertising, good window trimmer, a specialist on showing goods in most attractive way, known as merchandise trims, a fast artistic show-card writer. Now with New Orleans Dept. Store as trimmer and card-writer. Will make change for $35 per week. Will accept place with good house on condition that I show them I'm the right man for the place or not ask for permanent position. Address Henry A. Mason, care The Studio, 513 Audubon Bldg., New Orleans, La.

FOR SALE, ETC.

TURNER'S NATURAL COTTON BOLLS for decorations and souvenirs are as fine as can be grown. Prices greatly reduced for crop of 1913. Circulars and prices free. Send 10c, 20c or 40c for sample box postpaid. Address James H. Turner, The Cotton Boll Man, Carrollton, Georgia.

HIGH-GRADE WAX FIGURES—An unusual offering of 50 Stevens Women's and Children's wax figures, the uncommon kind, beautiful faces and perfectly sculptured. They are the best made in America and ready to be put into your show window. Full length limbs, extension body, adjustable arms. Cost $100.00 and $125.00, at $25.00 f. o. b. New York. Address W. C. Berg, 417 5th Ave., New York.

EASY METHOD OF SHOW-CARD LETTERING—A 3 months' course in card-lettering for a 5-dollar bill. Comprising various alphabets, numerals, brush, pen, like air-brush and air-pencil work, also border and scroll designs, embossing and 100 card phrases. One complete lesson each week for three months. Address Charles H. Sage, Easy Method of Show-Card Lettering, 365 Park Street, Fulton, New York.

Geo. Wallace Hess
Showcard writers supplies
1405 Olive ave., Chicago.
Write for April Bargain List.

Index to Advertisers.

"Air Brush Designs" 00
American Lithographic Co. 62
American Luxfer Prism Co. .... Inside front cover
American Reflector and Lighting Co. 58
American Rug Company 57
Annual Prize Contest 00
"Art of Decorating" 64
Art Window Shade Co. 55

Baldwin, J. L., & Co. (Cash and Pkg. Carriers) .. 1
Barlow Company 62
Bauman & Co., L. 11
Beaver Companies, The 61
Bicycle Stepladder Co. 57
Bissell Co., J. G. 61
Botanical Decorating Co. 8
Bryan Novelty Mfg. Co. 60
Bryan Show Case Co. 61

"Cardwriter's Charts" 57-64
Cardwriters Supply Co. 57
Chambers, David B. 62
Curtis-Leger Fixture Co. .... Back cover

Daily, Bert L. 59
Detroit School of Lettering 53-55
Detroit Show Case Co. 49

Eberhard, Joseph F., & Son 62
Economist Training School 45

"Faust's Complete Cardwriter" 00
Feldman, L. A., Fixture Co. 60

Grand Rapids Show Case Co. 47
Great Central Novelty Co. 12
Great Western Fixture Works 59

"Hardware Window Dressing" 64
Harrisburg Wax Figure Renovating Co. 59
Heagany, D. J., Mfg. Co. 13
Hess, G. Wallace 63
Hoskin, Robert 62

Illinois Show Case Works 7
International Correspondence Schools 14

Johns-Manville, H. W., Co. 13

Koester School, The 43

Lamson Co. 6
Lyons, Hugh, & Co. 11

Milbradt Mfg. Co. 2
"More Talks by the Old Storekeeper" 00

National Cash Register Co. 41
National Time Switch Co. 53
Newton Automatic Shading Pen Co. 60
Northwestern Compo-Board Co. 12
Norwich Nickel and Brass Co. .... Inside front cover

Ohio Suspender Co. 49
Onken Co., Oscar 9

Paasche Air Brush Co. 61
Palmenberg's, J. R., Sons 49
Pittsburgh Reflector & Illuminating Co. 53
Piqua Bracket Co. 2

Quincy Show Case Works 6

Rauch & Co., F. A. 60
Reflector and Hardware Specialty Mfg. Co. 7

"Sales Plans" 64
Schack Artificial Flower Co. ... 10, Inside back cover
"Show Window Backgrounds" 60
Staulcup, M. P. 55
"Store Management," Complete 00
"Strong's Book of Designs" 00

Thayer & Chandler 62
Twin City School 51

Ventwell Store Front Co. 2

Wants, For Sale, etc. 63
Watkins, Frederick A. 53
Welch Mfg. Co. 5
Wilmarth Show Case Co. 4
Winter, M., Lumber Co. 12
Wold Air Brush Shop 57

Zouri Drawn Metals Co. 3

Publications of

THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of **$3.50.**

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of **$2.50.**

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of **$2.50.**

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of **$1.50.**

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	**$5.00**
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	**4.00**
"Sales Plans," prepaid and Merchants Record and Show Window, one year	**4.00**
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	**3.00**

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. NOTE—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the porfolio desired must be requested with order accompanied by remittance of $2.00.

Little Straight Talks About Artificial Flowers

Talk No. 3—How Schack Service Helps

Since we started to make and sell paper flowers, our chief aim has been to do things better—to make better flowers—to sell them at lower prices—to give every customer the best possible service. The Schack service to customers is now as good as Schack flowers, and that is saying a good deal.

We employ expert designers and decorators whose sole business is to furnish ideas and practical instruction to users of Schack flowers. This is an exclusive Schack feature as we are the first and only flower house to adopt this innovation. Our service is of the greatest value to the window dresser. Here are some of the things we have done through our service department:

First We originated Schack's famous floral units. These units form a highly artistic and practical form of decoration that can be used in any window. Each season we bring out new designs in floral units, which are published for the benefit of window dressers everywhere. These designs have proved a big sensation and are widely used by the best stores. (Are you on our mailing list?)

Second We originated the idea of furnishing free service by an expert decorator. Tell us the size of your windows, the kind of goods to be shown and about what you want to spend, and we will furnish practical plans, sketches, color scheme and samples of flowers and other materials with full directions for treating the windows in the most artistic manner.

Third We originated the idea of acting as a general clearing house for window decorating materials. We regularly carry in stock Rock Crystal, special paints for backgrounds, lattice strips and many other lines that are sometimes difficult for the window dresser to find. No matter what you may want for your windows, let us know what it is and we will get it for you promptly at the lowest price.

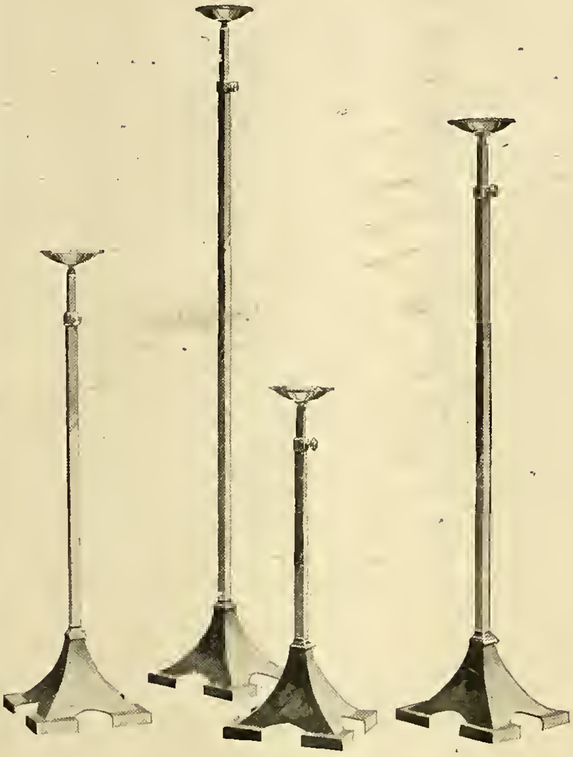
Fourth We originated the idea of furnishing special flowers and materials for parade decoration. Each season we publish in book form hundreds of photographs showing decorated autos, floats, etc. "Schack's Floral Parade Book" for 1913 contains about 300 splendid pictures of this kind. It is the finest book of the kind ever printed and is free to Schack customers. To others the price is 50-cents which will be credited on the first purchase of $5 or more.

The foregoing are only a few of the many ways in which we render special service to our customers. Our intention is to treat every customer so well that he will remain our customer as long as he has any need of the goods we sell. That this policy is successful is proved by the fact that we have grown to be the largest manufacturers of artificial flowers in America.

Our advertising matter is filled with valuable ideas and suggestions and you are missing something if you do not receive our finely illustrated circulars showing the latest ideas in floral units, etc. May we have your name for our mailing list?

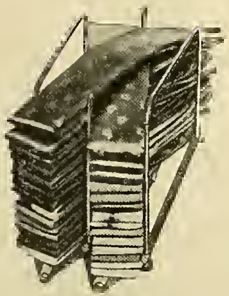
The Schack Artificial Flower Co., Inc., 1739-41 Milwaukee Ave., **Chicago**

Curtis Says "Poor wax figures are infinitely worse than none at all." And we took the cue and perfected a dandy line of really lifelike beauties; each face brimfull of character, too. Let us send you a portfolio of photos to select from.



No. 1010

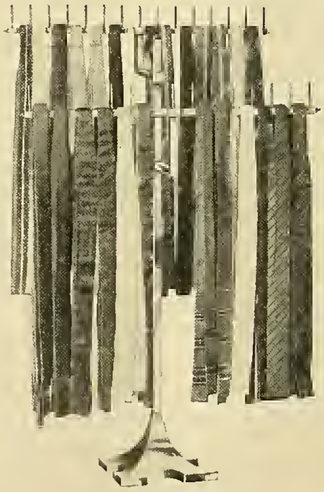
No. 1010 Hat stands should be in every well appointed hat or millinery window. Made of square material in 12, 18, 24 and 30 inch heights, extensible to 22, 34, 46 and 58 inches. Mounted on the elegantly simple Eiffel base which lends so much dignity to the displays of which it forms a part.



No. 550

Use this Essex Tie Rack and you can buy your neckwear in bulk at a saving of 12½c per dozen. They'll pay for themselves quickly besides increasing tie sales by showing your stock to best advantage.

Send for sample



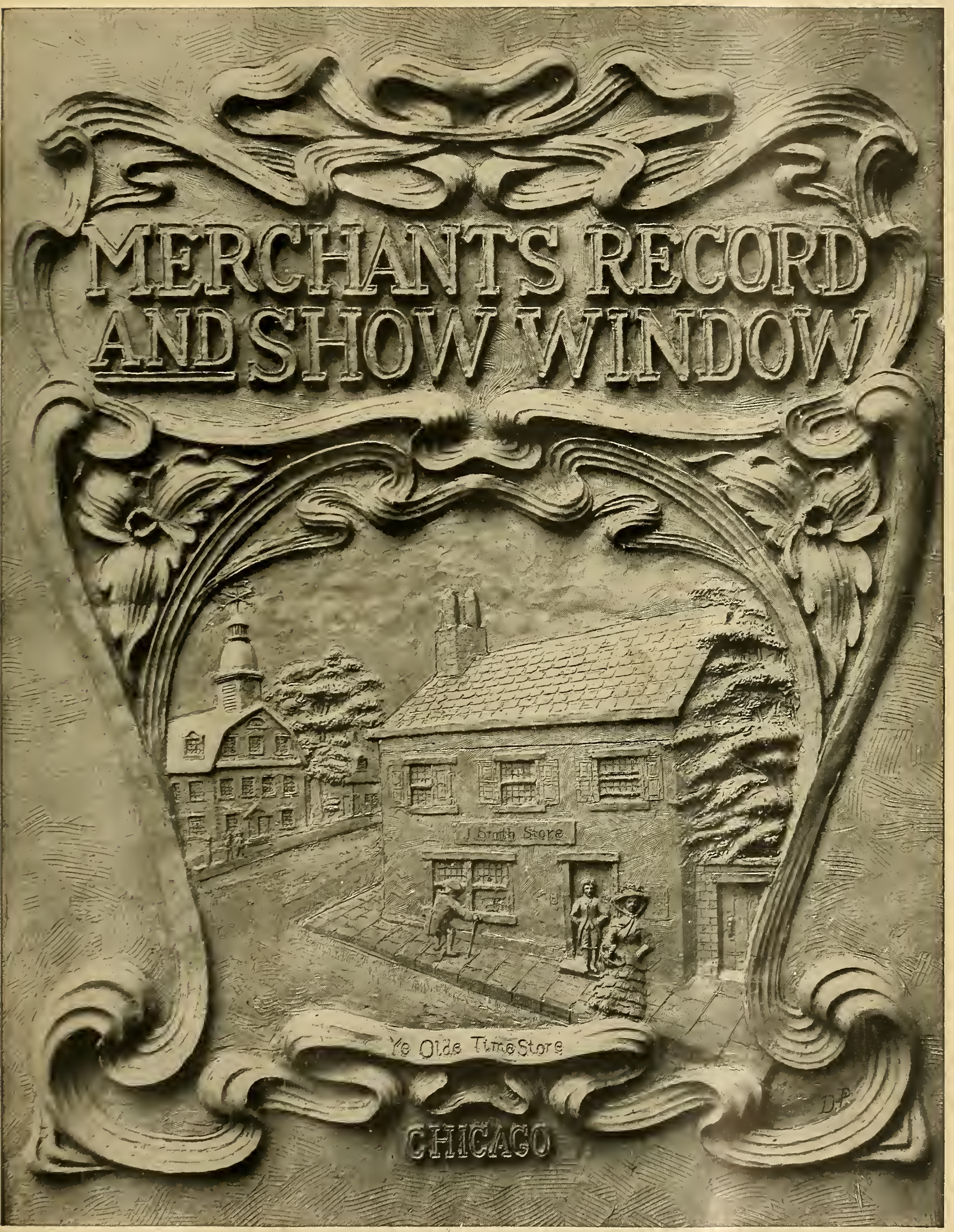
No. 2060

This is "Tie Time" and No. 2060 presents the most attractive method we know of for selling men's neckwear easily and quickly. Made throughout of square material and mounted on Eiffel base.

CURTIS-LEGER FIXTURE CO.

237 Jackson Boulevard - - - CHICAGO

VOL. XXXII JUNE, 1913 NO. 6


MERCHANTS RECORD
AND SHOW WINDOW
J Smith Store
Ye Olde Time Store
D.P.
CHICAGO

Norwich Fixtures

For Twenty-Eight Years the Standard

Not how cheap, but how good, is our motto. It pays

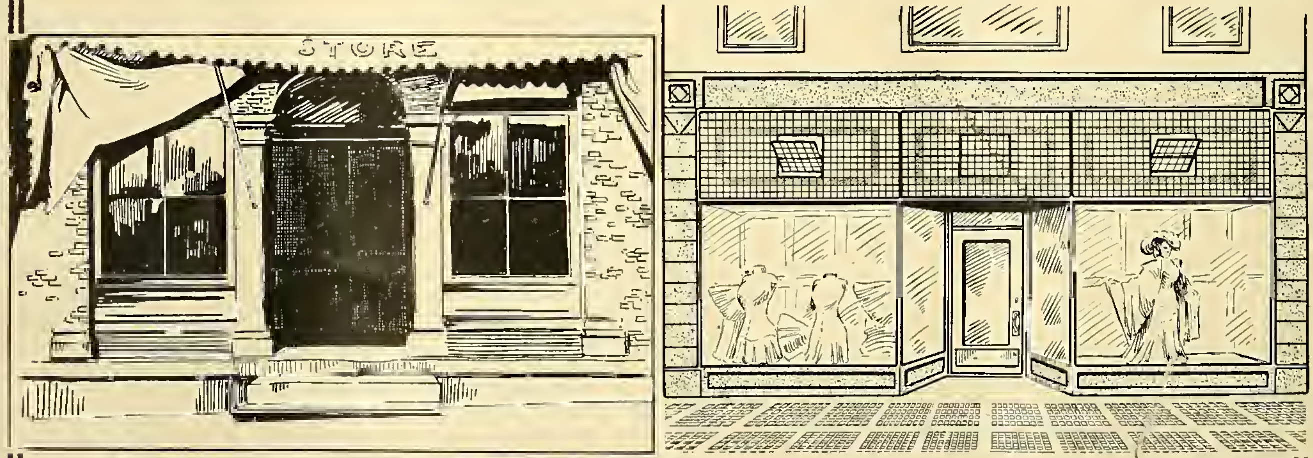
Send for Catalog. It's Free

The Norwich Nickel & Brass Co.
Norwich, Conn.

NEW YORK
712 Broadway

BOSTON
26 Kingston Street

Which Store Looks Primed for Business? —the Luxfer Daylighted Store, Naturally!



All things being equal the Luxfer daylighted store *gets* the *buisness!*

The difference in the stores shown represents a difference not merely in appearance but in *profits* — because the store which puts up a good front to attract business, keeps the right stock and help to create and hold it — and that store invariably installs Luxfer Prisms and Transoms.

Luxfer helps its appearance and makes out of dark spaces *sales places.*

They bring in a flow of *natural* daylight and save real money in artificial light bills. When you install Luxfer—you make an *investment* which requires no upkeep or maintenance costs. Its service is inexpensive and *permanent.*

Every modern store front installs the original, inimitable Luxfer — every other store should.

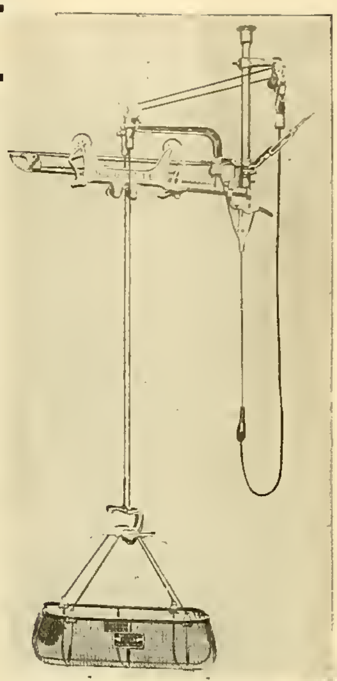
Write for our book "Luxfer Daylighting" sent on request.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal Street
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 106 W. Michigan Street
MINNEAPOLIS, 506 Andrus Bldg.
INDIANAPOLIS, 7 E. Market Street
KANSAS CITY, 948 N. Y. Life Bldg.
DALLAS, Builders' Exchange
MILWAUKEE, Stroh Building
NEW YORK, 507 W. Broadway
SAN FRANCISCO, 445-47 Turk Street
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut Street
LOS ANGELES, 928 S. Main Street
ROCHESTER, 38 Exhange Stree
ST. PAUL, 615 Ryan Bldg.

Why Lose Customers,

Valuable Time, and waste the energy of your salespeople by the old method of running back and forth with cash and package when this waste and loss of customers can be eliminated by the installation of the most modern (tried and true)



Showing Sales—Station of Our No. 17 with Basket Lowered to Receive Goods and Cash

Baldwin Flyer

Cash and Package Carriers

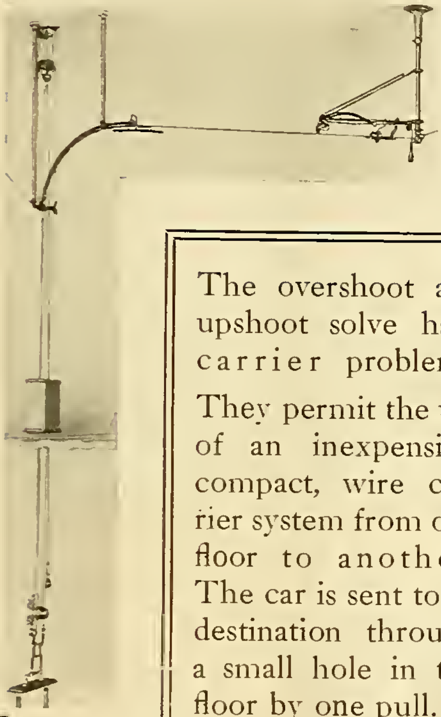
They will give quickest possible service and are noiseless, sure and safe. Neat and handsome in appearance. Make your old carriers help pay for a new, modern system—ask us how. You have to live with a system—get hitched up to one that you can depend on—A BALDWIN FLYER. Investigate and see for yourself. We challenge comparison, even to the most minute detail.

I Want You To Judge The Flyer

For yourself on its own merits. *See* it yourself and be your own judge. In order to make this easy for you, we will ship you one station or any number of stations of *The Flyer* Cash Carrier on thirty (30) days' *free trial* and if not entirely satisfactory ship back at our expense.

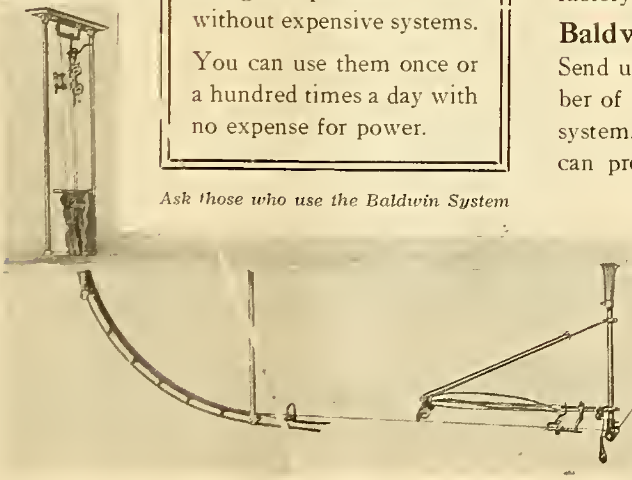
Baldwin Flyers are the result of twenty years' experience. Send us a diagram of your store to-day, showing about the number of stations desired and we will quote price on a complete system. If you want the best that skill, experience and money can produce, see us before you buy.

It will pay you to write for catalog



No. 22 Overshoot

No. 23 Upshoot



The overshoot and upshoot solve hard carrier problems.

They permit the use of an inexpensive, compact, wire carrier system from one floor to another. The car is sent to its destination through a small hole in the floor by one pull.

By adopting these carriers, you can put cash carrier service on your second or third floors or basement in departments that you have thought impossible to serve without expensive systems.

You can use them once or a hundred times a day with no expense for power.

Ask those who use the Baldwin System

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

SAN FRANCISCO, CAL.
Office
Room 125 Hansford Block

LOUISVILLE, KY.
Office
1409 Inter-Southern Building

VENTWELL STORE FRONTS

NATHANS
NATHANS

THE NATHAN STORES, JONESBORO, ARK.

"LOOK GOOD TO ME"—SAYS "THE MAN IN THE STREET"

APPEARANCE in a Store Front is what "pulls" the business.
VENTWELL possesses the neatest and the most attractive exterior of any store front system of today.
VENTWELL OUTSIDE VENTILATION CONTROL is a great improvement over all other ventilating systems, which will strongly appeal to every merchant who appreciates the value of a well ventilated window.
Ventwell is made of Copper with Steel reinforcement, a stronger and better construction than solid Copper at very much less cost.

Send for New Catalog, it fully explains all Ventwell features. Write today, a card will do.

THE VENTWELL STORE FRONT COMPANY, 118 NOBLE STREET, CLEVELAND, OHIO

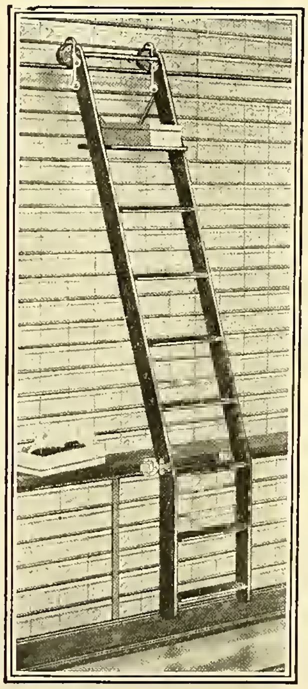
For Your Business Sake We Strongly Recommend

Baine's Adjustable Shelf Brackets

They *increase sales* by so attractively displaying merchandise that your customers are *simply forced* to buy. Shelving is adjustable to any height and length, thus giving an added capacity of fully 30% over any other shelves. Write now for full particulars.

PIQUA BRACKET CO., Piqua, Ohio

Milbradt Rolling Ladders



"The Only Way"

For Rapidity
Efficiency
Safety
Economy

Has every other system beaten to death

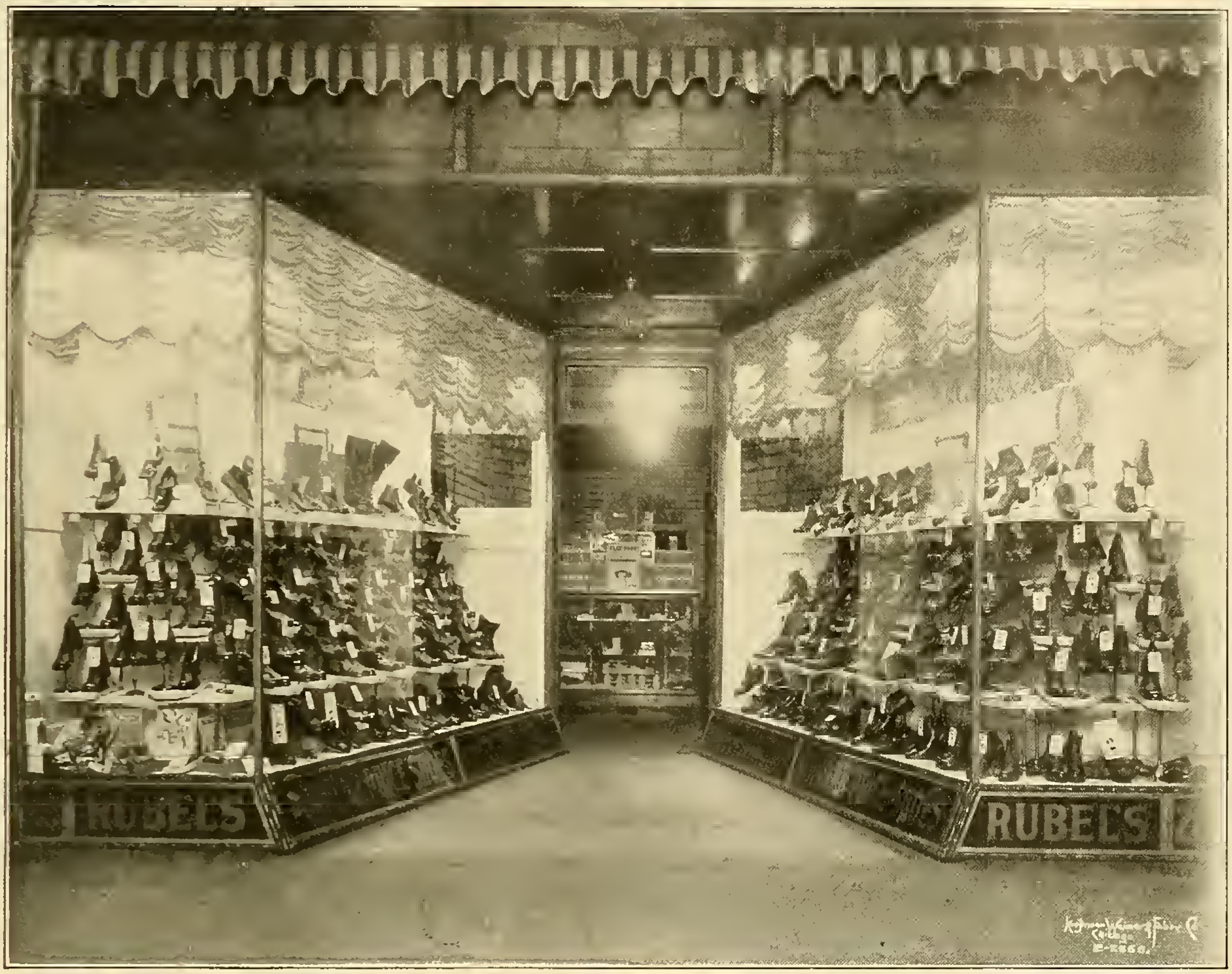
Milbradt Rolling Step Ladders

Have been in demand for twenty-five years and are used in the leading stores throughout the country.

All ladders subject to approval and satisfaction guaranteed.

Send for Descriptive Catalog

Milbradt Mfg. Co. 1443 N. 8th St. ST. LOUIS MO.



The beautiful display front of the Rubel Shoe Store, Chicago

Give Your Store a Front Like This

Experience has proved that increased business, directly traceable to the better display, immediately follows the installation of the

Zouri SAFETY & BURGLAR-PROOF SETTING FOR PLATE GLASS

OPERATING UNDER MURNANE AND MARR PATENTS

Its points of superiority are:

1. Unobscured vision
2. Rigid construction
3. Holds glass firmly without danger of breaking
4. Burglar-proof; all fastenings inside.
5. A smooth exposed surface; no unsightly screws.
6. Perfect drainage and ventilation.
7. Your choice of 16 beautiful and durable metal finishes.

Write for detail sheet and particulars, giving exact dimensions of your front, with drawings and blue prints if possible.

Zouri Drawn Metals Company

217-227 W. SCHILLER STREET : : : CHICAGO, ILL.

To the Trade:

¶ My large establishment is now located in new quarters and I am pleased to state is in perfect running order.

¶ Regardless of any previous assertions, I now claim to have the finest and most complete model factory, and above all

The One Daylight Showroom

which will enable you to see all goods in broad daylight.

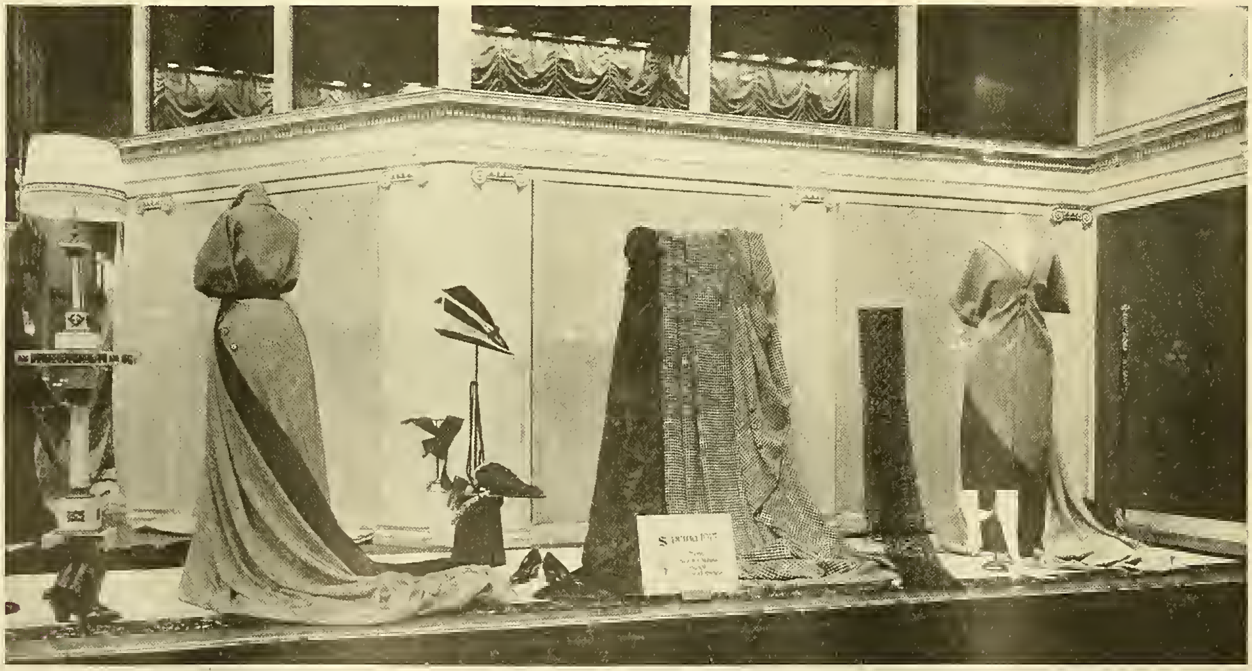
¶ I would indeed be pleased to have you visit with me when in Chicago, as I am better equipped in every way to satisfy the ever-increasing demand for my goods.

¶ Should you require anything for special FOURTH OF JULY decoration write for my catalogue M. R. 17 which contains specialties for the time.

Carl Netschert
ART FLOWERS

12 to 22 North Michigan Avenue
Adjoining the Montgomery Ward Tower
Building, just north of Madison Street
CHICAGO : : ILLINOIS

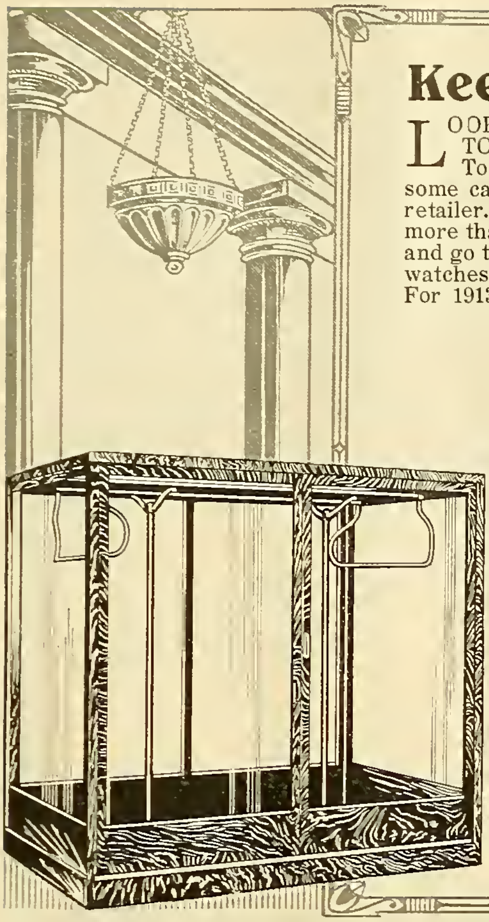
COMPO-BOARD *for* **WINDOW BACKGROUNDS PARADES, FLOATS, ETC.**



SPECIAL COMPO-BOARD BACKGROUND—WOLFE & CO., PORTLAND, ORE.

SAMPLE AND BOOK FREE. TELLS IN AN INTERESTING WAY ALL ABOUT THIS MODERN WALL BOARD

Northwestern Compo-Board Co., 1404 Lyndale Ave., No.
MINNEAPOLIS, MINN.



Keeping up with 1913 Conditions

LOOK back 10, 15 or 20 years and compare conditions THEN with conditions TO-DAY. Notice the change in the way goods are made and handled. Today garments are put on hangers as soon as they are finished—and in some cases shipped on hangers—and are entitled to equal treatment by the retailer. NOW your customers ride in automobiles and ask for something more than mere utility. They DEMAND more of the dealer, in a quiet way, and go to the store where goods and methods suit them. The wise merchant watches these things and keeps his methods, as well as goods, up-to-date. For 1913 conditions the latest improvement in apparel selling methods is:—

THE WELCH SYSTEM

If the system you are using in your clothing department is out-of-date you should give the matter prompt consideration. The chances are your fixtures have lasted longer than you ever intended to have them and you have simply "put off" the purchase of new equipment. Don't wait for them to "wear out;" machines and methods are not "scrapped" today because they are *worn out* but because they are *out-of-date* and *inefficient*. If they have served their time bid them a "fond farewell," and keep up with the procession.

We want you to have a copy of our big catalogue even tho you have no intention of buying for years to come. If you do intend to buy new cabinets we expect you to investigate the WELCH, as it is to your interest to do so. You will want to know about the exclusive features found only in this cabinet. Drop in, some day, at one of our showrooms and see how handsome and practical these cabinets are. Also find out what it would cost to equip your store.

THE WELCH MFG. CO. Grand Rapids, Mich.

Chicago, 233 W. Jackson Blvd. Boston, 21 Columbia St. Pittsburg, House Bldg.
Minneapolis, Kasota Building. New York, 732 Broadway
St. Louis, 1118 Washington Ave. San Francisco, 1109 Mission St.

LAMSON

With Lamson Carriers in your store you settle the "service" problem at once and for all—no matter how fast or how large your business may grow.

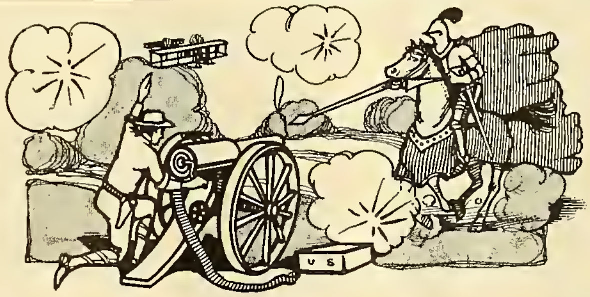
Lamson Carriers are elastic, they stretch to meet the largest or they contract to serve the smallest store. They centralize and save expense and lost motion.

Ask Your Neighbor!

Wire, Cable, Tube and Belt Cash and Parcel Carriers.

The LAMSON COMPANY, Boston, U.S.A.

SERVICE



MODERN BUSINESS BATTLES are WON with MODERN BUSINESS WEAPONS

Modern arms always have won—always will win. One Gatling Gun is worth a thousand Coats of Mail. The COST of the weapons is of no importance; out-of-date arms are *worse than useless*—they are an INCUMBRANCE. It is just as true of out-of-date store equipment. Right along we see progressive firms winning business battles because they have discarded antiquated fixtures and adopted trade-getting equipment from

THE *Wilmarth* LINE

WILMARTH SHOW CASES are made in the greatest wood-working section in the world; which means the finest materials and the most skilled workmen. They are made in a big plant with years of experience; which means the Designs and Prices are RIGHT. They are sold from "Coast to Coast"; which means they embody the best merchandising ideas of the leading dealers all over the country. We have a large book showing many cases specially designed for your line of business. Shall we send you one?

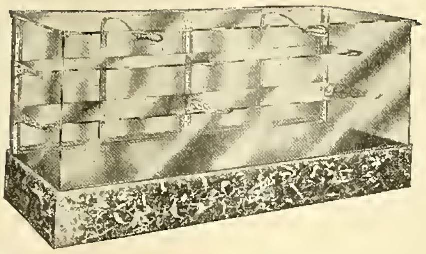
WILMARTH SHOW CASE CO.

1524 Jefferson Avenue **GRAND RAPIDS, MICH.**

NEW YORK—732 Broadway
BOSTON—21 Columbia St.
PITTSBURGH—House Bldg.
TAMPA—215 Tampa St.

CHICAGO—233 W. Jackson Blvd.
ST. LOUIS—1118 Washington Ave.
MINNEAPOLIS—Kasota Bldg.
SAN FRANCISCO—515 Market St.

Made In Grand Rapids



Do You Need New Fixtures?

Do you want to increase the profit-drawing possibilities of your store? Then don't fail to consider

"Quincy Special" Cases

You will find that they are just what you want—and need. They are the successful result of years of experience, and combine the greatest amount of service with the highest quality of workmanship and finish.

Profitable trade and attractive show cases go together. You can't have one without the other.

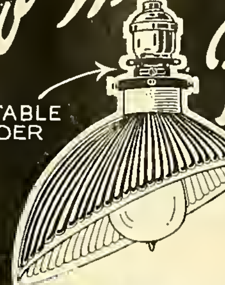
Brighten up your store, decrease the work of your clerks and serve your customers more satisfactorily and efficiently. Use "Quincy Special" cases and be satisfied.

Write for Free Catalogs and Know What "Quincy" Means.

Quincy Show Case Works
QUINCY, ILLINOIS.

CHICAGO, Jackson Blvd. and Franklin St.
DALLAS TEX., 907 Commerce St.
WICHITA, KANS., 301 Beacon Building.
PITTSBURG, PA. 917 Liberty St.
JACKSONVILLE, FLA., 20-28 Julia St.

Have you seen this newest Show Window Reflector?



THE "PITTSBURGH" 60 WATT

Ask Your Dealer to Show It to You

Write For Our New Booklet Which Tells You How To Solve Your Lighting Problems

Pittsburgh Reflector and Illuminating Co.
PITTSBURGH, PA.

Chicago Representative FREDERICK A. WATKINS, 565 W. Washington St., Chicago

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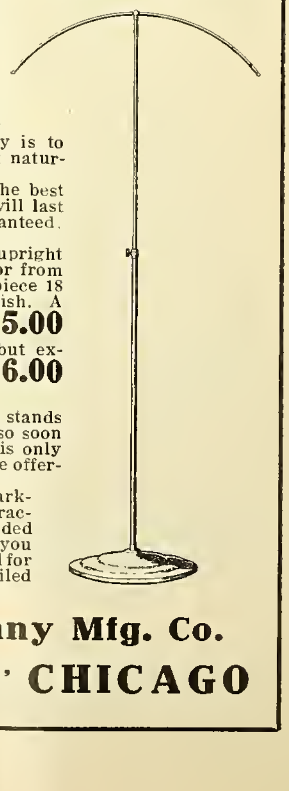
Little Price, Big Value

HERE is a practical and wonderfully useful stand that is being used in large numbers by the best State street stores as well as by the most exclusive Michigan avenue shops of Chicago to display dresses. lingerie, waists and many other similar lines. It is being used in departments to take the place of the full form stands.

Shows the garment attractively regardless of size; is light and easy to handle; takes up but little room and can be draped in a fraction of the time required to dress the regular display form. All that is necessary is to slip the garment over the stand and it naturally falls into place.

This stand is strongly made from the best materials and, with ordinary use, will last for many years. Every one is guaranteed.



No. 350. Heavy 7-inch base; upright extends from 24 to 48 inches, or from 30 to 58 inches, curved cross piece 18 inches with ball ends. Any finish. A splendid value. Per dozen.................... **$15.00**

No. 350A. Same as above but extends from 36 to 72 inches. Per dozen **$16.00**

Order a trial dozen of these useful stands and they will pay for themselves so soon that you will quickly reorder. This is only one of the splendid values that we are offering.

Our new catalogue contains a remarkably large and varied collection of practical, well made fixtures that are needed in every store and we can save you money on everything we sell. Send for it now and the catalogue will be mailed to you on June 15.

The D. J. Heagany Mfg. Co.
1121 Washington Blvd., Corner of May St. CHICAGO

Corset Dept., Lipman, Wolfe & Co., Inc., Portland, Oregon Lighted with J-M Linolite Lamps.

A 3,000-Foot Installation of J-M LINOLITE

A notable feature of the big, new store of Lipman, Wolfe & Co., Inc., is the show-case lighting. This concern realized that well-lighted merchandise is merchandise half-sold and accordingly selected the system which had proven its value for making sales in hundreds of other stores throughout the country. They installed

FRINK and J-M LINOLITE SYSTEMS of LIGHTING

J-M Linolite Lamps are tubular in form, one inch in diameter and almost a foot long, with a filament running from one end to the other in a single straight line. When placed end to end, they give one continuous *line of light,* without the disagreeable shadows and "spots" formed by the ordinary incandescent lamp.

By means of Frink Reflectors this *line of light* is *evenly diffused over the entire area* to be illuminated. There is no glare or reflection to interfere with the customer's vision. The goods are always perfectly illuminated in their true colors; and even the smallest and most irregular articles can be effectively lighted by this system. Frink Reflectors are made for J-M Linolite and standard base lamps.

Our Engineering Dept. will gladly submit plans for the illumination of your show-cases, windows and store. Write nearest branch for Catalog No. 410.

H. W. Johns-Manville Co.

Sole Selling Agents for Frink Products

Albany
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Dallas
Detroit
Indianapolis
Kansas City
Los Angeles
Louisville
Milwaukee
Minneapolis
New Orleans
New York
Omaha
Philadelphia
Pittsburgh
San Francisco
Seattle
St. Louis
Syracuse

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED, Toronto, Montreal, Winnipeg, Vancouver

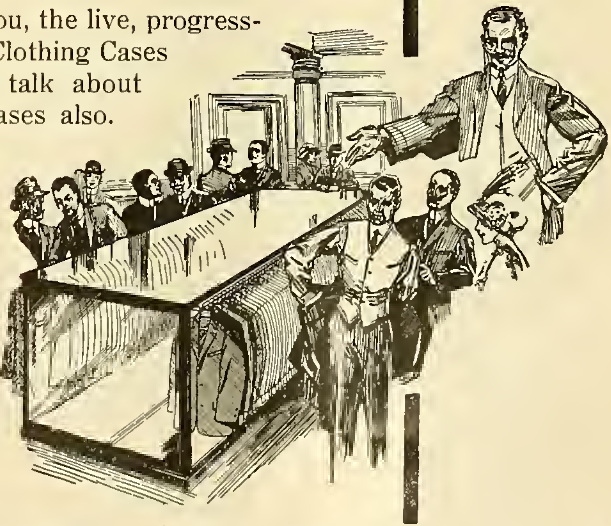
1956

Regarding Your Profits

PROFITS! AH!—That's what interests you, the live, progressing merchant. And just because ILLINOIS Clothing Cases are the stepping stone to profits, it is hard to talk about profits without talking about ILLINOIS Show Cases also.

Many a merchant (in towns close to yours, too) has found out for himself the reasons for the superiority of

ILLINOIS PATENT CLOTHING CASES.



An investigation will convince you, too, that the popular 10-foot length is what you will desire (the ILLINOIS, as you know, is made in 10-foot lengths, also 8-foot and 7-foot; all other clothing cases are only 7-foot.)

The ILLINOIS 10-foot length with all its superior advantages, gives you just 43% more display space, and costs you no more than 7-foot cases of ordinary make. How does that appeal to you?

But this is only one of the advantages of ILLINOIS cases.

As you can see in the picture above, every suit in the ILLINOIS is accessible at the same time. Any number of your clerks can serve from one ILLINOIS case (both sides) at the same time.

For BEAUTY and quality of WORKMANSHIP, ILLINOIS cases never have been and never can be surpassed. They are GUARANTEED or your money back.

Write for our new, big catalog now and get all the facts. *Mail the coupon.*

Illinois Show Case Works

1735-43 No. Ashland Avenue, Chicago, Illinois

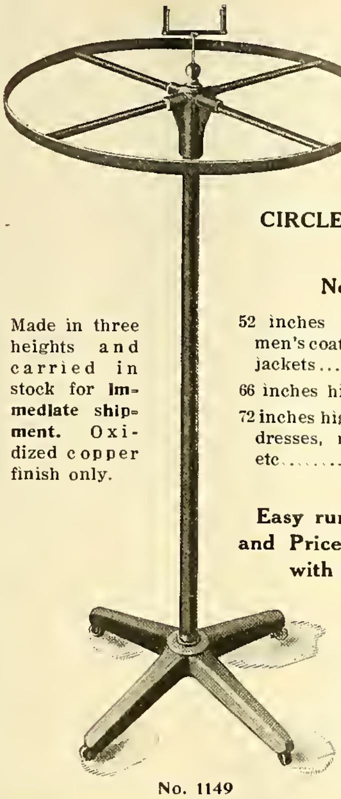
Date..............................

Illinois Show Case Works,
1735-43 N. Ashland Ave., Chicago, Illinois.

Gentlemen:—Send me now without charge or obligation your new catalog and your giant merchandising circular.

Name..............................
Address..............................
....

R & H REVOLVING GARMENT REELS



No. 1149

THIRTY DAYS' TRIAL IF YOU ASK FOR IT.

CIRCLE 30 IN. DIA.

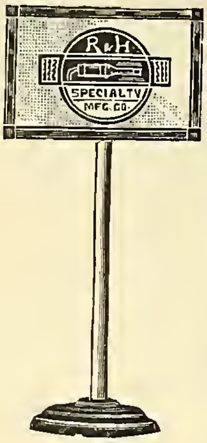
Made in three heights and carried in stock for immediate shipment. Oxidized copper finish only.

No. 1149

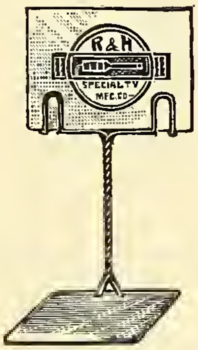
52 inches high, for men's coats and short jackets	each	$7.50
66 inches high	each	8.50
72 inches high, for long dresses, rain coats, etc	each	9.50

Easy running Castors and Price Card Holder with each Reel

ASK FOR CATALOGUE No. 12 DISPLAY FIXTURES



No. 1183



No. 1199

LOW PRICED CARD FRAMES

Non-Extensible

BASE—5 inches diameter.

STANDARD—⅜ inch diameter.

HEIGHTS—6, 8, 10, 12, inches.

FOR CARD 5½ x 7 INCHES

No. 1183. Price, per dozen.....$7.50

FOR CARD 7 x 11 INCHES

No. 1183A. Price, per dozen.....$8.80

FLAT BASE ARD STANDS

WITH 5 INCH CARD SPACE

BASE—3x4 inches flat steel.

STANDARD—¼ inch diameter.

HEIGHTS—5, 6 inches.

No. 1105. Price, per dozen..................$1.95

WITH 7 INCH CARD SPACE

BASE 4x4½ inches flat steel.

STANDARD—¼ inch diameter.

HEIGHTS—6, 8, 10, 12 inches.

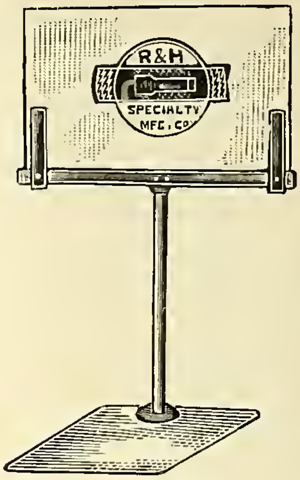
No. 1106. Price, per dozen..................$2.15

WIRETOP CARD HOLDERS

BASE—3x3 inches flat steel.

HEIGHTS—2½, 4 inches.

No. 1199. Price, per dozen..................$1.30



No. 1105-6

ALL JOINTS AND CORNERS WELDED TOGETHER BY ELECTRIC WELDING PROCESS. NO RIVETS OR SOLDER USED.

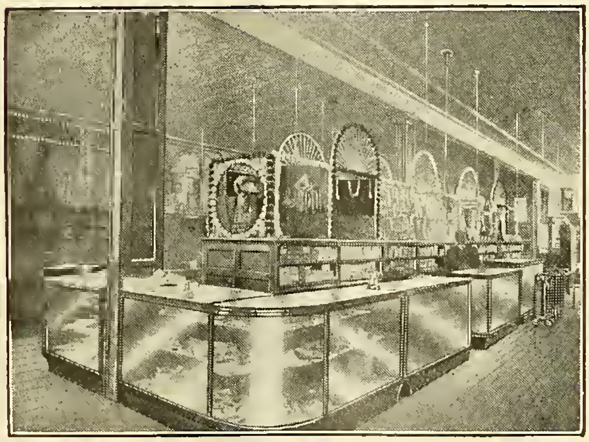
REFLECTOR AND HARDWARE SPEC. MFG. COMPANY

WESTERN AVE.
AND 22ND PLACE
CHICAGO

WINTER FIXTURES

THE STANDARD OF QUALITY, STYLE AND PRICE

Anything from a Store Stool to a Complete Outfit:



NOT HOW CHEAP but HOW GOOD at prices that are right is the "WINTER" idea. If you are looking for QUALITY fixtures at prices that are right we want to figure with you. If you need fixtures it will pay you to visit SHEBOYGAN, WISCONSIN.

WINTER CATALOGUES: The most complete works of their kind ever published, listing the needs of those that are in the market for fixtures, sent upon request. WRITE FOR CATALOGUE 13-Q.

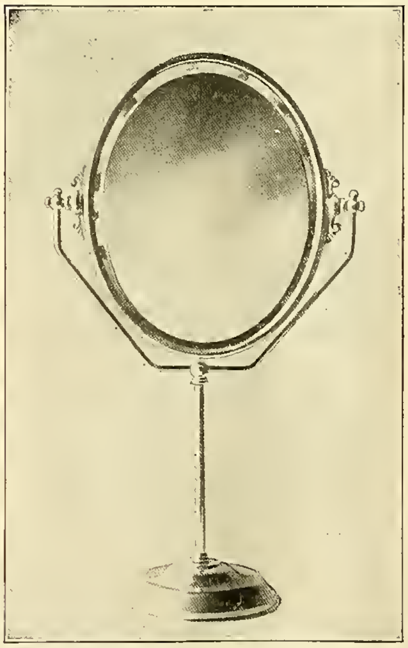
WINTER COMPANY

HIGH GRADE FIXTURE MAKERS

Established 1865

SHEBOYGAN, WISCONSIN - U.S.A.

AN INDUCEMENT



Mirror 8x10. Oval Bevel Plate

Standard and Frame Finished in Nickel, Brass or Oxidized Copper.

We are not giving you something for nothing, *but*, for every $10.00 order of fixtures we will give you one of these beautiful Counter Mirrors free of charge. Send for our catalogue and make your selection *of Fixtures only.*

The Great Central Novelty Co.,

Cor. Second and Sycamore Sts.

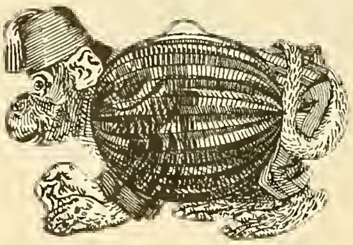
CINCINNATI, OHIO

FERN DISH FILLINGS

FERNERIES in BIRCHBARK DISHES
Ready for sale over the counter.

No.		Each	Doz.
No. **206.**	4 inches in diameter	$0.40	$4.00
No. **206A.**	5 inches in diameter	.50	5.00
No. **206B.**	6 inches in diameter	.75	7.50
No. **206C.**	7 inches in diameter	1.00	10.00

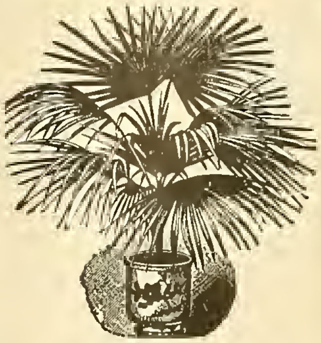
FOLDING LANTERNS



BIRD AND ANIMAL LANTERNS.

Where a comical effect is desired these designs are sure to give satisfaction. Birds assorted in following designs: Rooster, Duck, Canary, Pigeon, Parrot, etc. Animals are assorted as Cat, Dog, Monkey, etc. Only assorted packages sold.

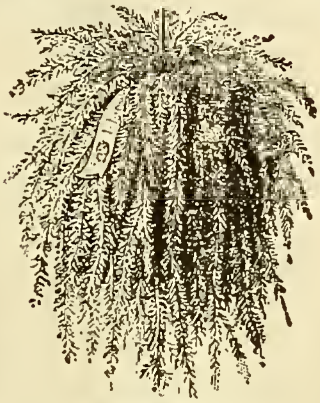
Per Dozen, either birds or animals	**$0.70**
Per Gross	**7.00**



PALMS

No.	Lvs.	No. Pots Hgt.	Each	Doz.
10	3	24 in.	**$0.15**	**$1.50**
11	4	30 in.	**.20**	**2.00**
12	5	36 in.	**.40**	**4.00**
14	6	40 in.	**.50**	**5.00**
15	7	42 in.	**.65**	**6.50**
16	9	44 in.	**.90**	**9.00**
17	12	48 in.	**1.10**	**12.00**

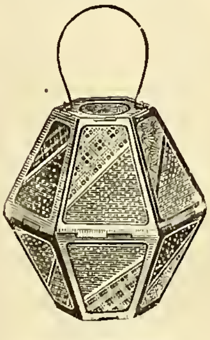
The LATEST in Folding Lanterns of Metal and Gelatine for little money. See prices.



SEAMOSS OR JAPANESE AIR PLANT

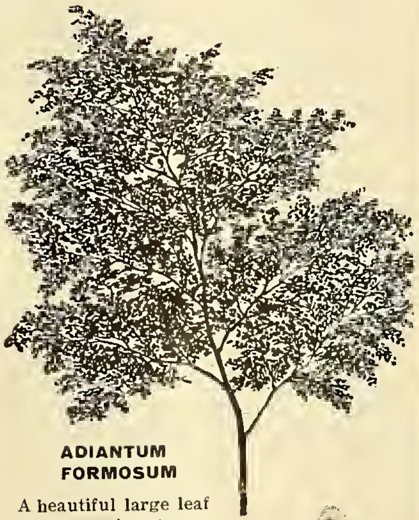
The natural Seamoss preserved in all its beauty. A most wonderful article.

Per bunch	**$0.10**
10 bunches	**.75**
100 bunches	**6.00**
Small bunches per 100	**4.50**



READY FOR USE

No.	Inches	Doz.
No. **1700**	3	**$0.90**
No. **1701**	4¼	**1.50**
No. **1702**	5	**2.00**
No. **1703**	6	**3.00**
No. **1704**	7½	**4.20**
No. **1705**	10½	**6.00**
No. **1706**	12	**9.00**



ADIANTUM FORMOSUM

A beautiful large leaf for decoration, transparent, green, natural preserved. Fireproof.

Per 25	**$1.50**
Per 100	**5.00**

No. **959.** Morning Glory Garland, made of our finest velvet flowers and high grade leaves.

Each	**$0.85**
Doz	**8.50**

We furnish Flowers, Foliage, Sprays, Vines, natural prepared parts of plants, Paper Flowers, in fact anything that is used in the Decorative Line. Let us know what you are interested in and we will send you a catalogue.

We carry a complete line of Lanterns of various styles, also all kinds of Paper Flowers, Garlands, etc.

We also issue a circular on Parade Decorations. Write for Special catalogue for your Fall Decorations, we have sketches printed showing back-grounds and various decorations which may be had from $5.00 up complete. Write for it. It may help you with your late Summer or Fall Trim.

WE ISSUE A SPECIAL CATALOGUE FOR EACH SEASON OF THE YEAR.

Our catalogues are illustrated in colors. If you havn't got it, drop us a line.

No. **941.** Rose Garland, a good match to No. 939, festoon 42 inches long, Roses any color

Each	**$0.45**
Doz	**4.50**

L. BAUMANN & CO.

357-359 W. Chicago Ave., Chicago

The New Window Trimming Course

Prepared by the International Correspondence Schools, of Scranton, Pa., teaches how every line of merchandise can be successfully displayed to attract the attention of the public.

1
2
3
4
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One of the Lines of Merchandise Taught in the Course—other lines are treated in the same practical manner

One of the new features of the Course is the dividing off of displays and units into squares that represent 1 foot. These squares enable the student to tell at a glance the exact spacing, sizes, and heights of fixtures; and with the clear explanation in the text he is quickly enabled to grasp the manner in which drapes, folds, twists, and other details are made This plan of laying out the window in squares has been followed throughout the Course and will prove of great assistance in studying any display.

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXII
NUMBER 6

JUNE, 1913

Single Copies
Twenty-Five Cents

FACTORY FIXTURES

ABOUT WINDOW AND OTHER DISPLAY FIXTURES AND THEIR VALUE TO THE MERCHANT AS A PRACTICAL INVESTMENT---GOOD FIXTURES DOUBLE THE VALUE OF THE DECORATOR'S WORK

Tenth Article

IN THE previous articles of this series, the writer has dealt almost entirely with the interior equipment or store furniture, such as cabinets, shelving, show cases, etc. As that phase of the subject has been covered somewhat fully we will now, by way of variety, have a few suggestions to make as to those display devices that are used by the store decorator in displaying his goods.

Time was, and not so long ago but that most of us can remember it distinctly, when window dressers even in the big stores had to rely principally upon their own ingenuity for the fixtures with which they dressed their windows. Barrel hoops, boxes, and many other similar contrivances were pressed into use for draping stands and it was not only necessary for the window dresser to understand the handling of merchandise, but he must needs be an inventor and a fairly competent all-round mechanic in order to supply himself with fixtures.

Window advertising was not so important then as it is today and there was a very general prejudice on the part of the average merchant against spending money to buy fixtures for his windows. They were looked upon as an unnecessary expense just as advertising was looked upon at that time as a necessary evil. The display fixture appropriation was cut down to the minimum and if the window dresser could not supplement his meager equipment through his own ingenuity he would have to make way for some one who could. Any old-time trimmer has plenty of amusing stories to tell of the times when old discarded packing cases and a kit of carpenter tools formed the principal part of his fixture equipment.

But times have changed and the really progressive merchant no longer begrudges the money spent for necessary fixtures to display his goods. Instead of regarding them as an expense, he looks upon them as an investment and a paying one. The average merchant now has ten times as much invested in display fixtures as he had a dozen years ago and this increased investment is more than justified by the selling value of the show window of today as compared with that of the days of the old hammer and saw fixtures. In short, practical experience has shown that good fixtures sell goods and make money for the store. Properly designed display fixtures enable the merchandise to be shown far more attractively than it could be shown on makeshift affairs. They also double the efficiency of the window dresser through making it possible for him to accomplish his work more expeditiously.

And when one comes to figure the actual cost of a reasonable equipment of display fixtures, it is remarkably little when spread over the life of the fixtures. The standard fixtures turned out by the reputable manufacturers today are practically everlasting. Experience has shown the maker that it pays only to put the best of materials and workmanship into the goods that are to bear the brand of his factory. As a consequence, even the more inexpensive display devices may be depended upon to resist the strain of ordinary usage for many years. It is true that a finish may require a little refurbishing at long intervals, and accidents occasionally occur, but with reasonable care a well made display stand will last a lifetime.

Nearly all of the display fixtures that are now offered by manufacturers are designed by practical window dressers and are, therefore, both artistic and highly useful. Sometimes a decorator will accidentally happen to hit upon a design for a new fixture, but in

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a far larger percentage of cases the invention is carefully, critically and slowly worked out to meet some existing need of the window dresser. That is the way most of the draping stands, for example, were perfected. A draper would become dissatisfied with the stands he had been using and would begin to cast about for something better. He would not start out to design a new stand in an afternoon but would think the matter over carefully and experiment with one idea and another, always getting a little nearer to the thing he was looking for, and after possibly months or even years, he would have a real improvement upon the old stand. That is the way most of our special fixtures have come into being—and that is the reason the merchant may buy them safely for they have been proved efficient long before they have ever come into use.

Years ago there were but few fixtures that were usd for a multiplicity of purposes—now there is a fixture for every possible need. It is remarkable on looking through the catalogue of a representative display fixture house to see what a remarkable variety of devices are offered for showing merchandise of every description—and every piece has a real use. This variety increases from year to year as new needs arise.

Yet there are some merchants who still stick to the old policy of refusing to buy fixtures. That they believe in the selling value of the show window is evidenced by the fact that they employ decorators, but they expect these men to work without tools. There are many stores in which the window dressers have to make practically all of the fixtures they use. This is the extermity of false economy. For example, a merchant will pay his trimmer $25 per week, which amounts to $1,300 per year, and will expect him to get along with practically no fixtures. Now let us make the very conservative estimate that this decorator will lose one-fourth of his time in designing and putting together makeshift devices and trying to make his merchandise look presentable on them. This loss in the trimmer's time will amount to $325 at the end of the year and for that amount a great many very good fixtures could be bought. But this loss of the trimmer's time is not the only one for the principal loss lies in the diminished selling force of the window displays.

Possibly there may be times when the window dresser can afford to spend his time building fixtures, but he cannot do this as a general thing without neglecting his windows, and the window displays are his principal duty to the store. Even if he has an unusual knack for the work it is very doubtful if he can make them as well as they could be bought, and when he figures in his time, which certainly should be figured in, he will find that the cost is far greater than would be quoted by a factory. This, of course, does not apply to the simple draping stands and other like devices that are quickly knocked together for occasional use.

Competition has made the price of all standard display fixtures so reasonable that every store can afford to have enough of them—and no store can afford to have less than enough any more than it could afford to have less than enough salespeople or less than enough electric light.

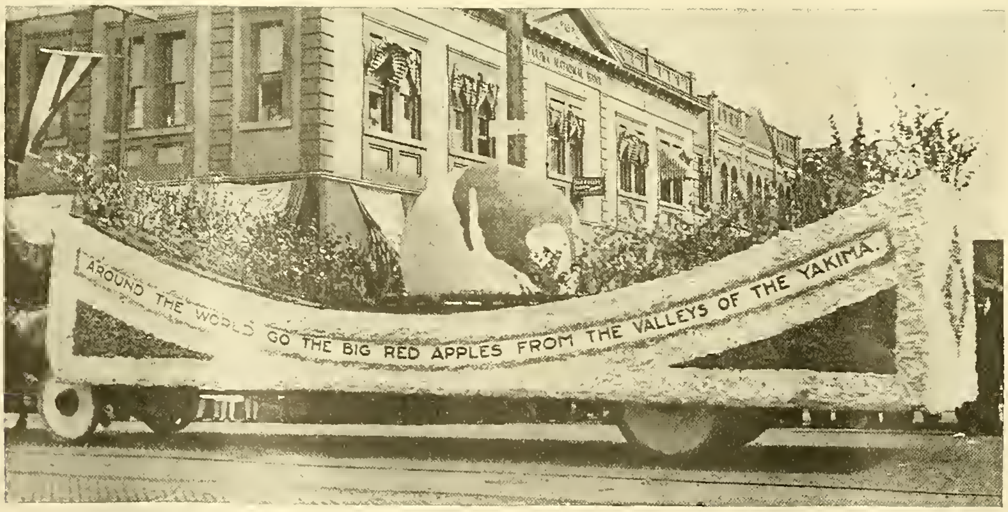
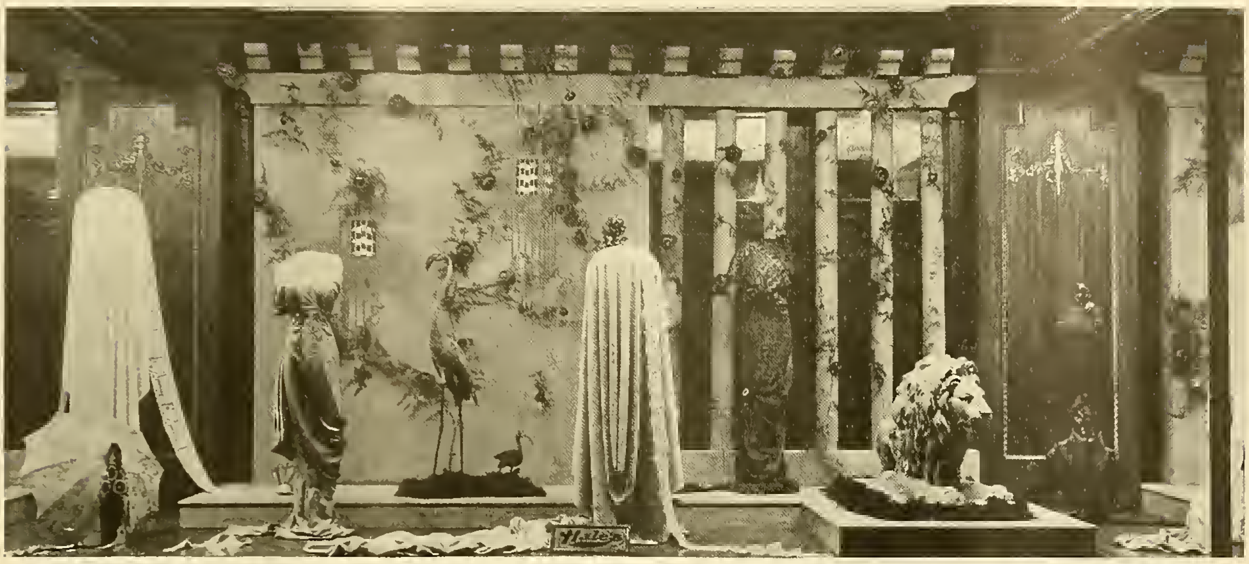

AROUND THE WORLD GO THE BIG RED APPLES FROM THE VALLEYS OF THE YAKIMA.

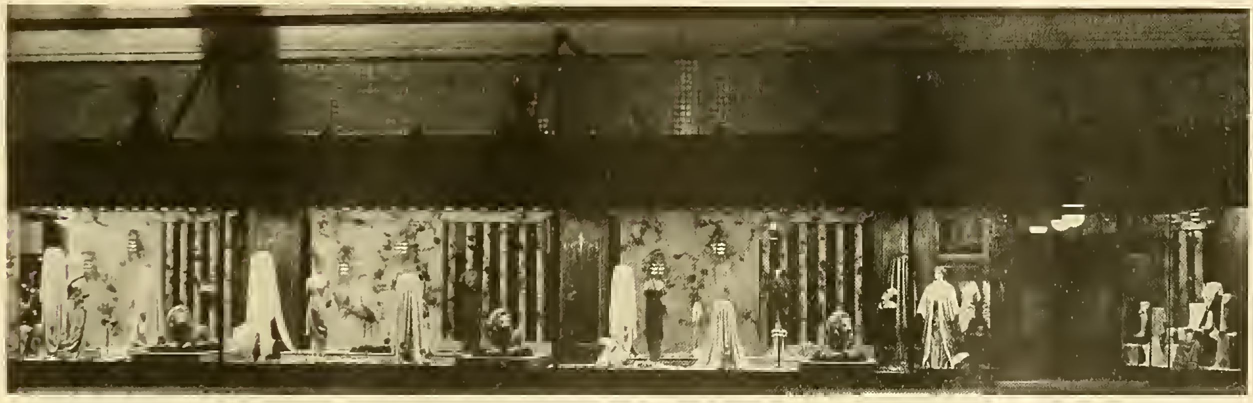
Plate No. 7209. Prize Winning Float by J. L. J. Hipps, North Yakima, Wash.

This remarkable float was decorated for the parade of the annual Blossom Festival of North Yakima. It is to be regretted that it was impossible to get a more satisfactory photograph of this notable example of parade decoration. The colors were white, pink and green. The sides and ends were covered with white and green puffed tissue paper, set off by pink festooning. That part representing the "valley" was first given a coat of glue and then covered with fine sawdust dyed a grass green. The same was used on the globe. Small, young trees covered with apple blossoms represented the orchards. A miniature train loaded with apples automatically moved around the globe. The cars were numbered and lettered after the manner of the real cars used in the valleys. This car was awarded the first prize among many contestants and it proved such an attraction that Mr. Hipps, the designer, has been employed by the Commercial Club of North Yakima to reproduce it for the Golden Potlatch parade to be held in Seattle next July. The picture gives but a faint idea of the float.



Plates Nos. 7210-11. Some Fine Opening Displays by W. L. Blayney for Hale Bros., San Francisco, Cal.

The pictures reproduced herewith show two views of a remarkable series of window displays that were designed and installed by Mr. Blayney on the occasion of the opening of the new Hale store recently. In general design as well as in perfection of detail and richness these windows were said to compare favorably with anything similar that has ever been attempted in the West. The larger picture will give some idea as to the decorative scheme. The background of each window was an Italian pergola of unusual design, decorated with climbing roses and ferns. In front, beautiful stuffed peacocks, flamingos and other birds were placed to combine their splendid natural plumage colors with the rich hues of the merchandise. For example, in one section there was a peacock valued at $2,000 placed close to a Copenhagen blue eponge brocaded coat with a hat to match. The colors harmonized with the greatest possible effectiveness. The pergolas were finished in a rich tan sandstone effect which harmonized perfectly with the rich woodwork of the windows. In each section was a life size crouching lion. There were twenty windows decorated in this same scheme



Training Salespeople

IN EVERY big city there is a never filled demand among the department stores for competent saleswomen. On the other hand, there is an immense number of women who would be glad to have the work and would make valuable assistants if they had a little training. But they lack that necessary fundamental training and, as a consequence, the stores continue to look for competent help while the unemployed women find it more and more difficult to support themselves. To remedy this situation, Mandel Brothers of Chicago have introduced a plan that they hope will supply them with refined and capable saleswomen. They have organized a school that is calculated to furnish women who have had no commercial experience with the primary training that is necessary to become a saleswoman. With this in view the following advertisement was inserted in the principal Chicago dailies under the "WANTED—FEMALE HELP" column:

> SOLVING THE PROBLEM OF "GETTING STARTED." We frequently receive applications from young women of intelligence and quality, seeking "some kind of employment," but who hesitate in accepting positions as saleswomen owing to the necessary early apprenticeship stage and wage. To the inexperienced young women of Chicago, who have ambition and a fair education, we now offer the facilities of our Vocational Instruction Bureau, with a course of free lessons in practical salesmanship—affording a splendid opportunity to acquire knowledge for the employment of their energies. To all who can qualify we offer positions. For particulars, see Superintendent, 14th floor, MANDEL BROTHERS.

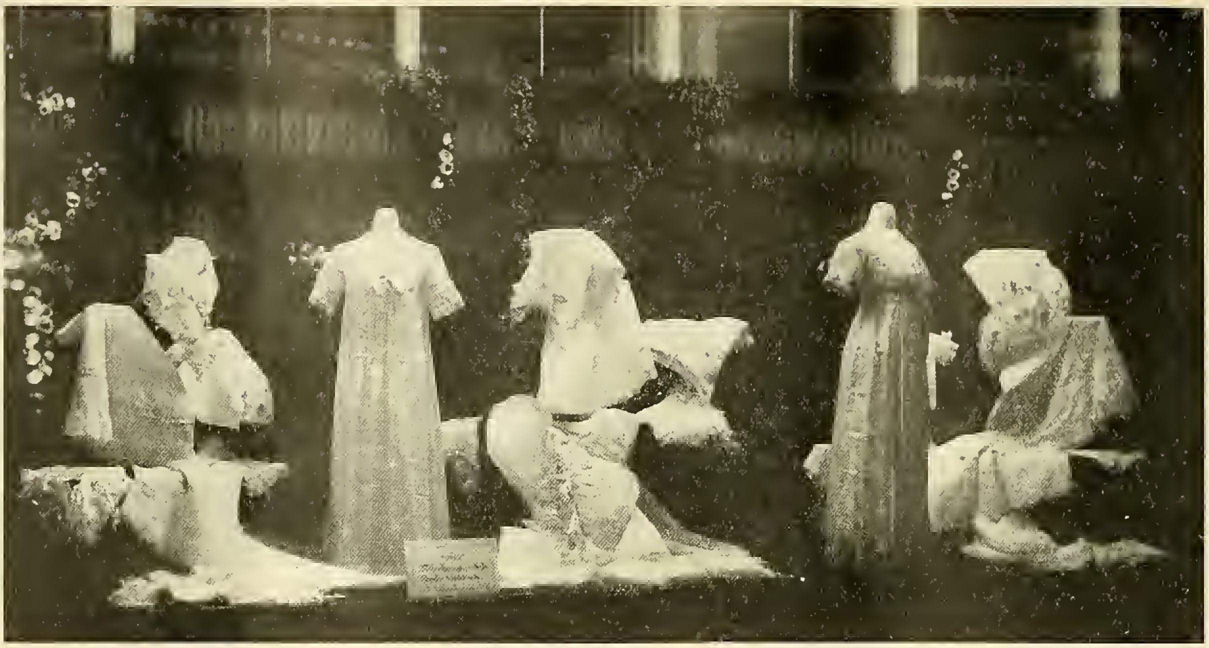


Plate No. 7212. Suggestion for a June White Sale Display by Marshall Field & Co., Chicago.

This picture shows the simple manner in which high class lingerie is shown by the most expert window dressers. Goods of this sort are never crowded and each piece is so arranged that it may be seen clearly. The background of this window was in various shades of green relieved by festoons of moss intermingled with small flowers. The frame work was covered with dark green plush. A number of windows were treated in this manner.

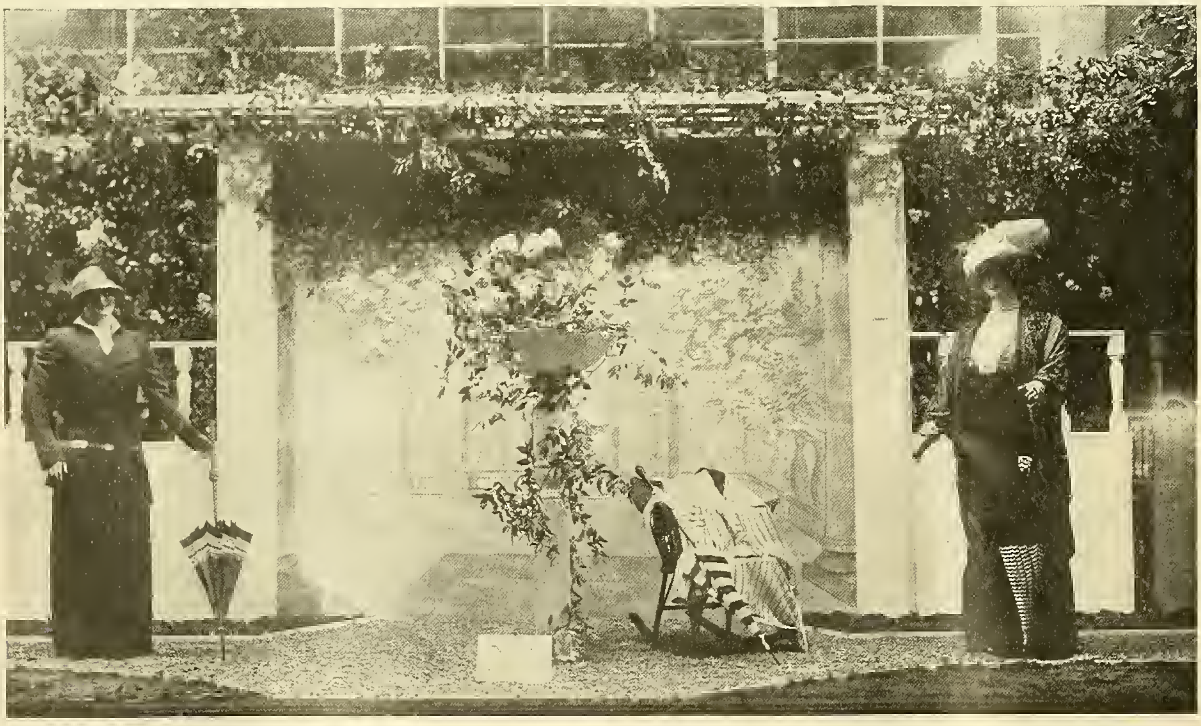


Plate No. 7213. Opening Display by Henry De Witt for Kleeman Dry Goods Co., Terre Haute, Ind.

This was one of several windows that were decorated in the same general style but each one being different. The caryatides at each side of the scenic painting in the middle of the back supported a lattice two feet wide and fourteen feet long which was covered thickly with southern smilax which trailed out into the window and was caught up by invisible threads. In the middle was a round, white pedestal surmounted by a white chopping bowl filled with American Beauty roses. The floor was laid off into a lawn and walk by means of bendable strips of wood. Grass was imitated by means of preserved moss and the walk was of gravel. The scenic painting at the back of each window was different from the others. Each was painted to give a garden effect with a distant view that was very successfully carried out.

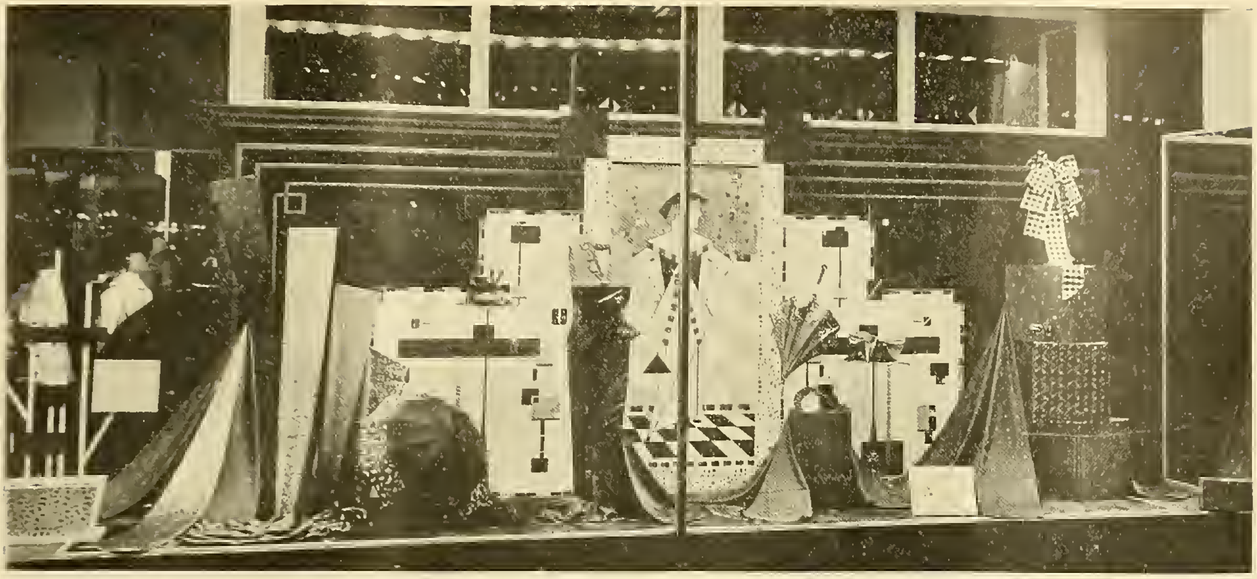


Plate No. 7214. A "Cubist" Window by W. D. Pierce for Sibley, Lindsay & Curr Co., Rochester, N. Y.

The pictures of the "Futurist" and "Cubist" schools of art which have been exhibited in New York, Chicago and other cities, have attracted a great deal of notice and have been commented upon at a good deal of length by newspapers all over the country. As to the artistic merits of these weird pictorial productions we have nothing to say, but they have received so much publicity during the past few months that they present an opportunity to the window dresser to do something out of the ordinary in his windows. The picture reproduced here is the best example of "Cubist" window dressing that has come to our attention. It has been handled consistently throughout. Foulards and Bulgarian patterns were used and the colors were red, black, blue and white. The drapes were all executed in angular fashion and the hats were specially made in the same style. At the back was a painting flanked by frame work of the same order. This was the first window of this sort shown in Rochester and it attracted a great deal of notice. The show card was in the same style.

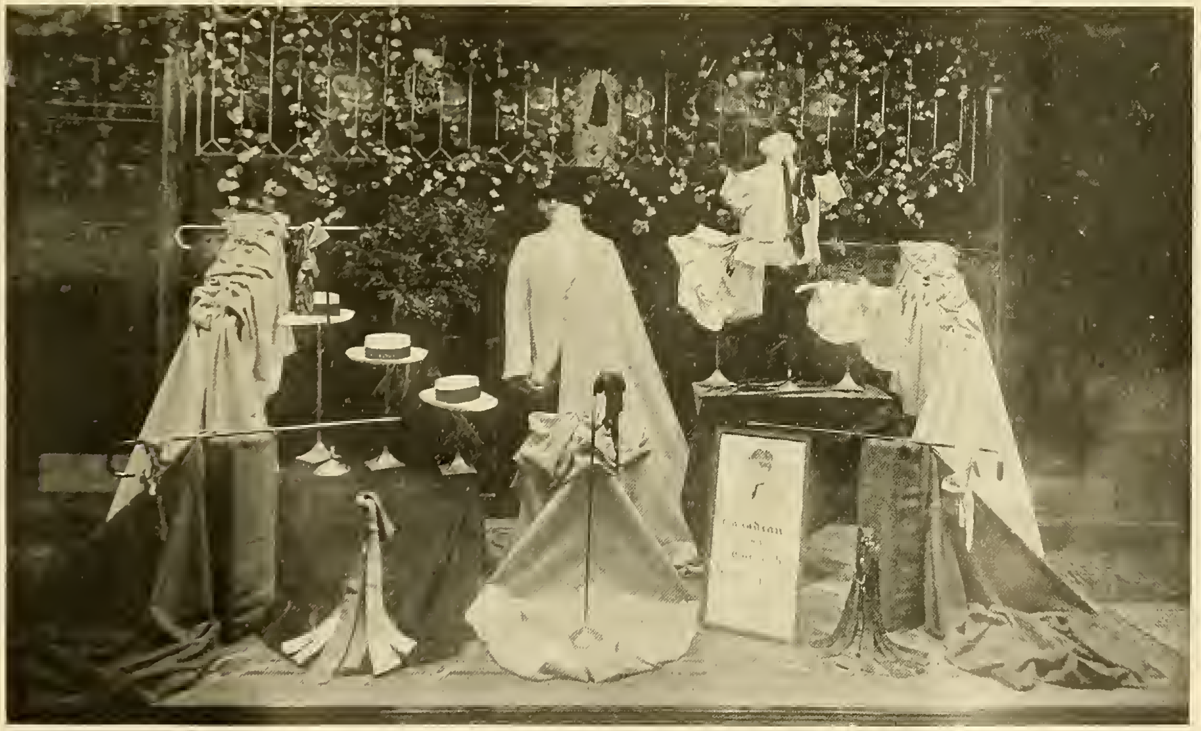


Plate No. 7215. A Display of Tailoring Goods, Etc., by J. E. Hancock for Schwabe & May, Charleston, W. Va.

Here is an unusual showing of tailoring goods and men's dress accessories. The manner of handling the fabrics is quite a relief from the customary arrangement of this class of goods in regular rows like soldiers.

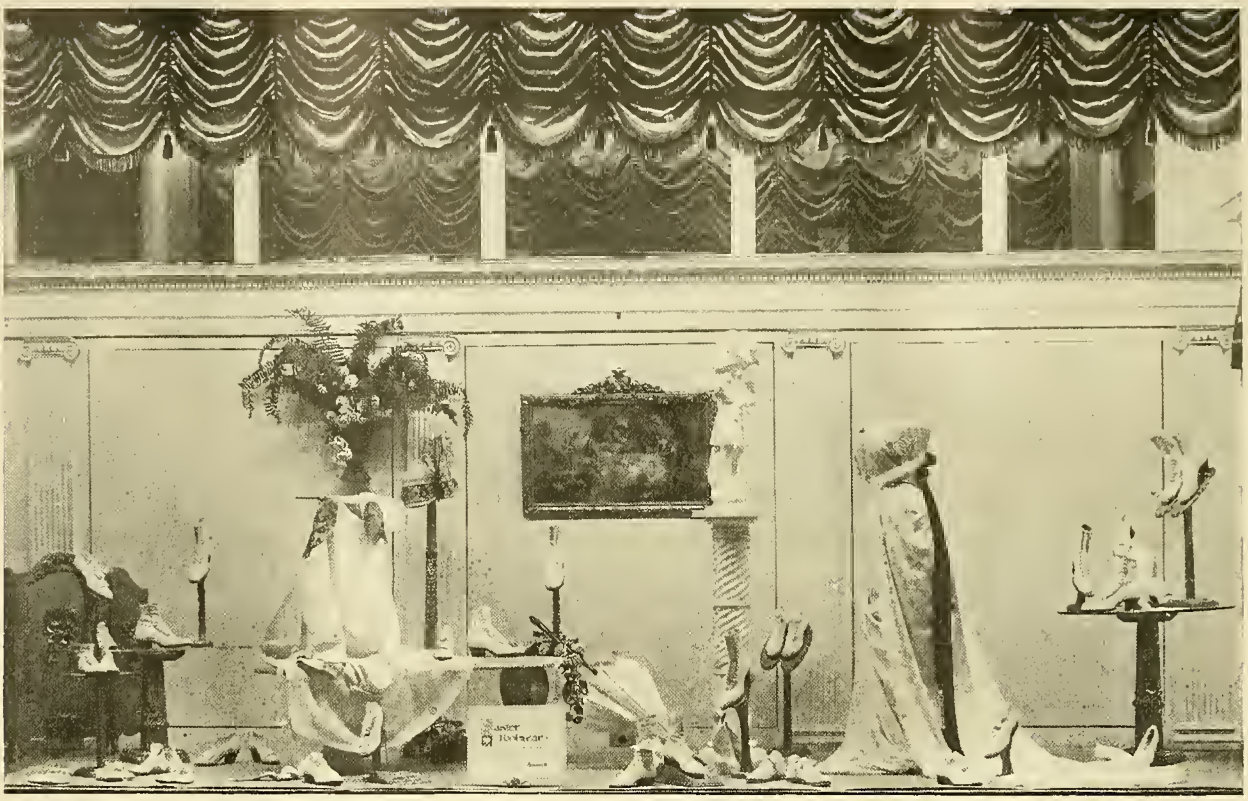


Plate No. 7216. Shoe Display by H. H. Heim for Lipman, Wolf & Co., Portland, Ore.

This was a white shoe display that was successfully carried out in a color scheme of pink and white. In one end of the window there was a form draped with pink silk and in the other there was placed a marble bench on which was arranged a white coat trimmed with pink. A pink hat was placed with a few shoes and a parasol on the seat. In the middle of the window was a marble pedestal and figure. The background was a light gray which matched the floor. Over the middle panel hung a picture in a handsome gold frame and at one side was a gold basket containing pink roses and Boston ferns. This was a dainty and refined showing that made a pleasing effect.

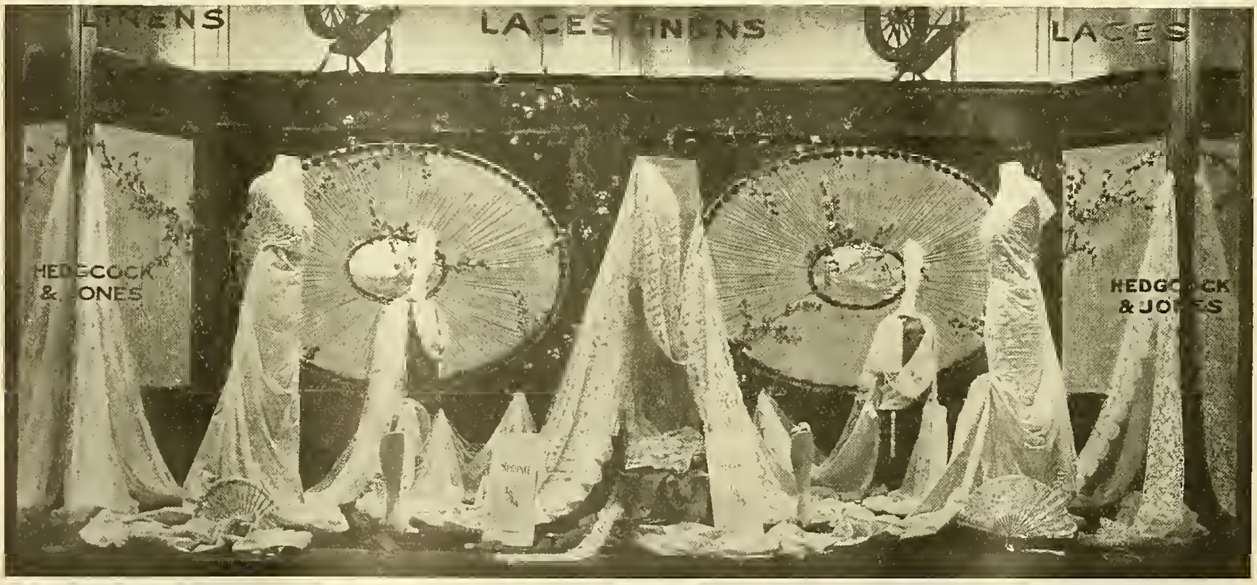
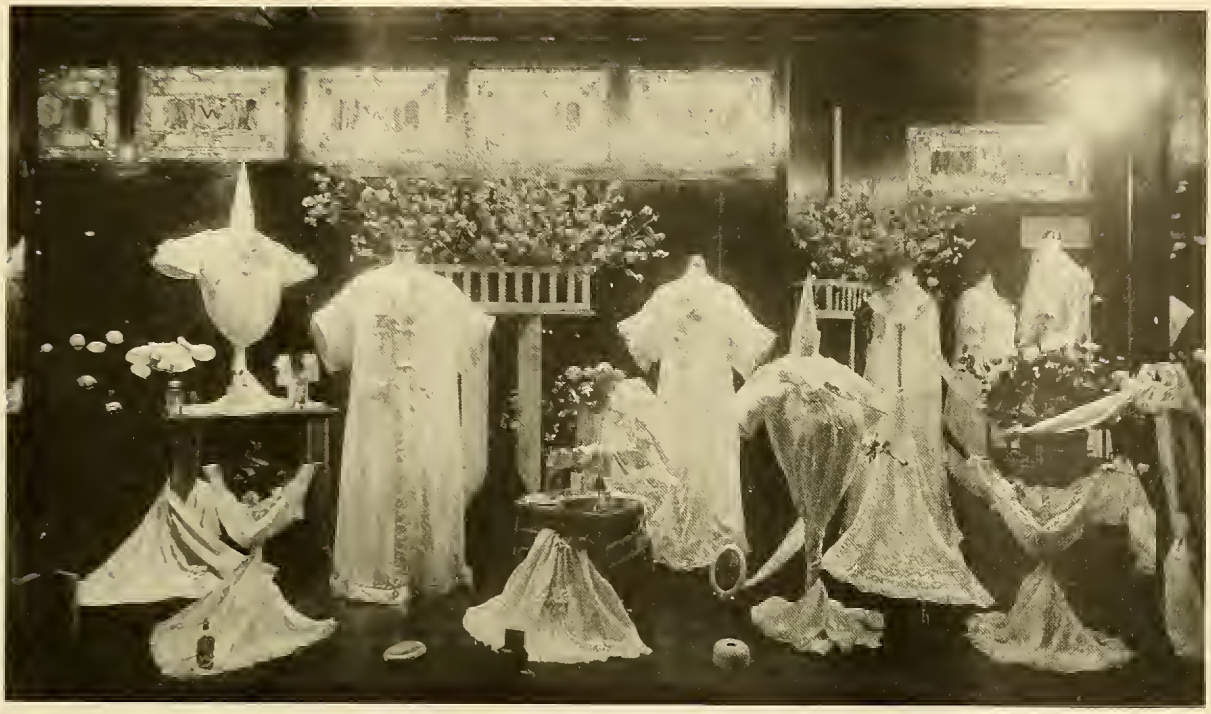
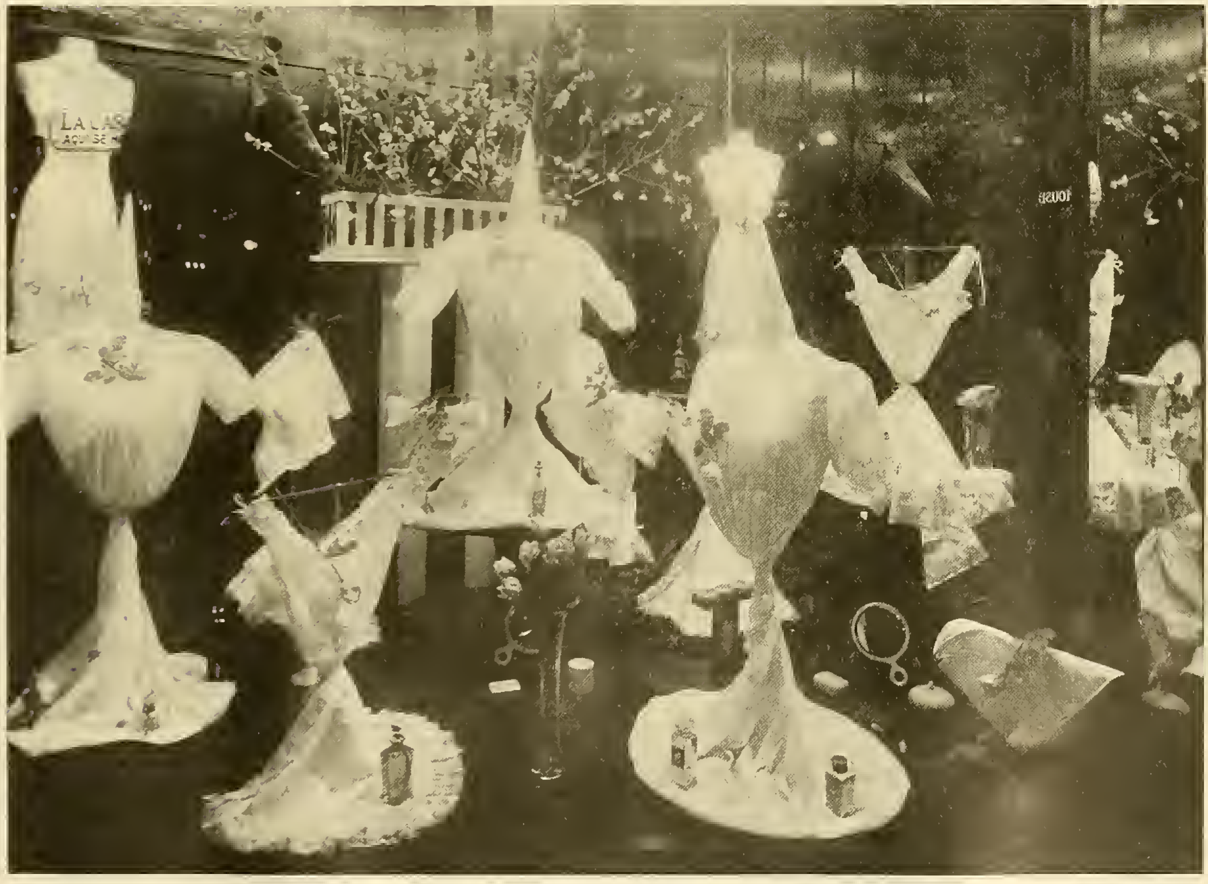


Plate No. 7217. A Spring Display by Walter W. Martin for Hedgcock & Jones, Denver, Colo.

The color scheme of this window both in the background and in the merchandise was a combination of pinks and greens. The main surface of the background was covered with dark green felt. The large oval panels were nile green silkoline. In the middle of each oval was a small water color landscape of the same shape. The moldings and small relief ornaments used around the ovals were gilt. Moss roses in shades of pink were used somewhat sparingly throughout the display. The forms and stands were draped with plain messaline and lace flounces. In addition to the fabrics, a few stockings, a fan and a little jewelry were used. This was a very successful display.





Plates Nos. 7218-19. Display of White Goods by J. E. Winner for the White House, El Paso, Tex.

Most window dressers will be putting in a good many displays of muslin underwear this month and the pictures above contain some excellent suggestions for the handling of this class of merchandise. It will be noted that each piece is given plenty of room and there is no suggestion of the crowding that is generally characteristic of the white goods display. In both of these windows a few bottles of perfume and other accessories of the toilet have been used judiciously and with good effect. It is Mr. Winner's contention that it is better to show a few articles well than to show many indifferently. He does not attempt to show the whole stock in one display but rather to show a few choice samples as attractively as possible. This applies particularly to high class merchandise. In the opinion of the editor, both of these displays are unusually good.

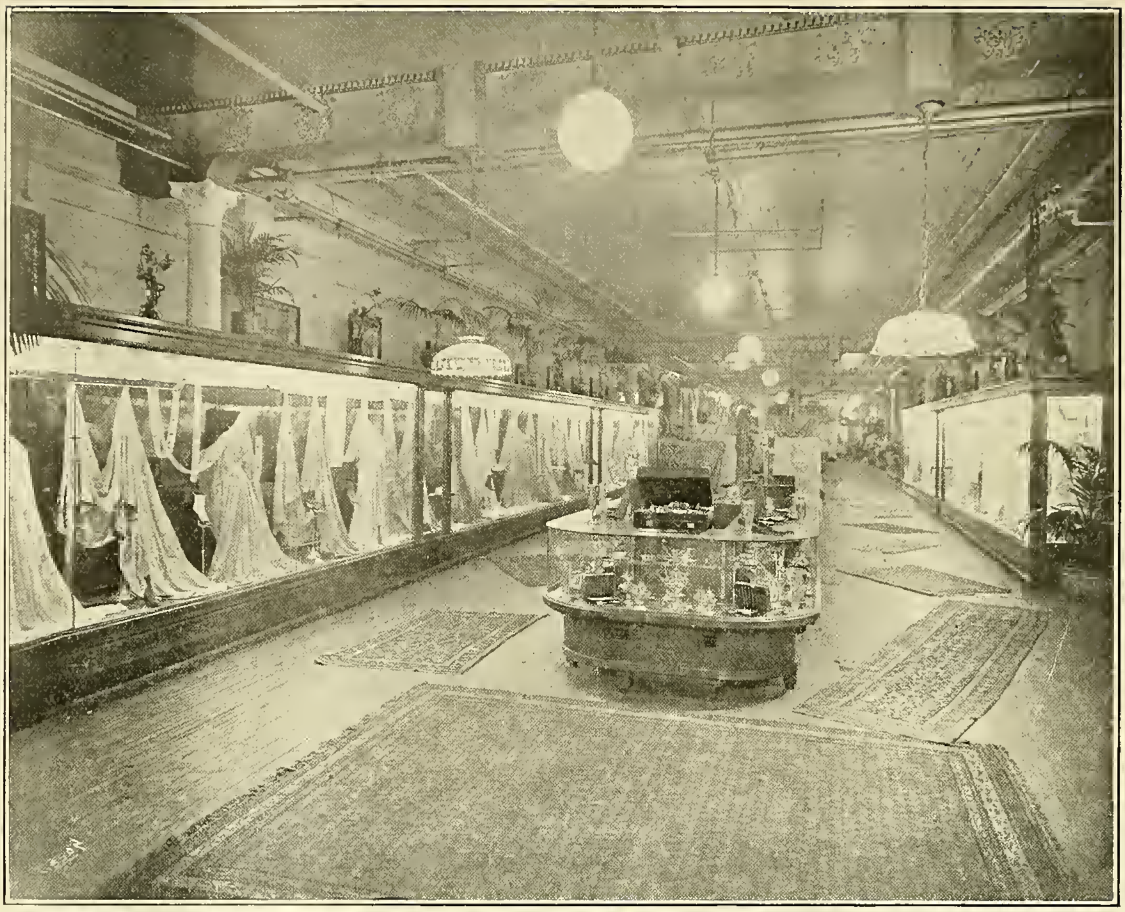


Plate No. 7220. Novel Arrangement of Interior Show Window in the Store of D. H. Holmes, New Orleans, La.

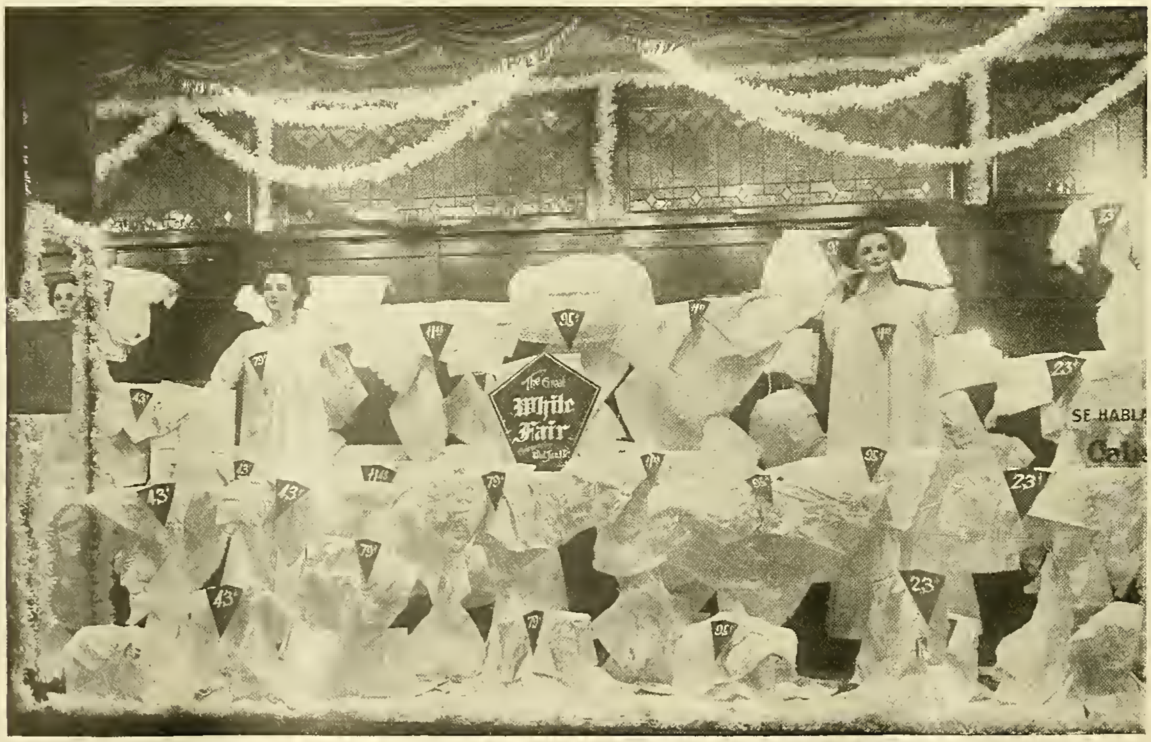


Plate No. 7221. A White Window by D. Davidson for Calisher's, El Paso, Tex.

Here is a stocky sale window of muslin underwear. Every piece was ticketed with a price mark lettered in white on a black card. White tissue paper festooning was used as a decorative feature.

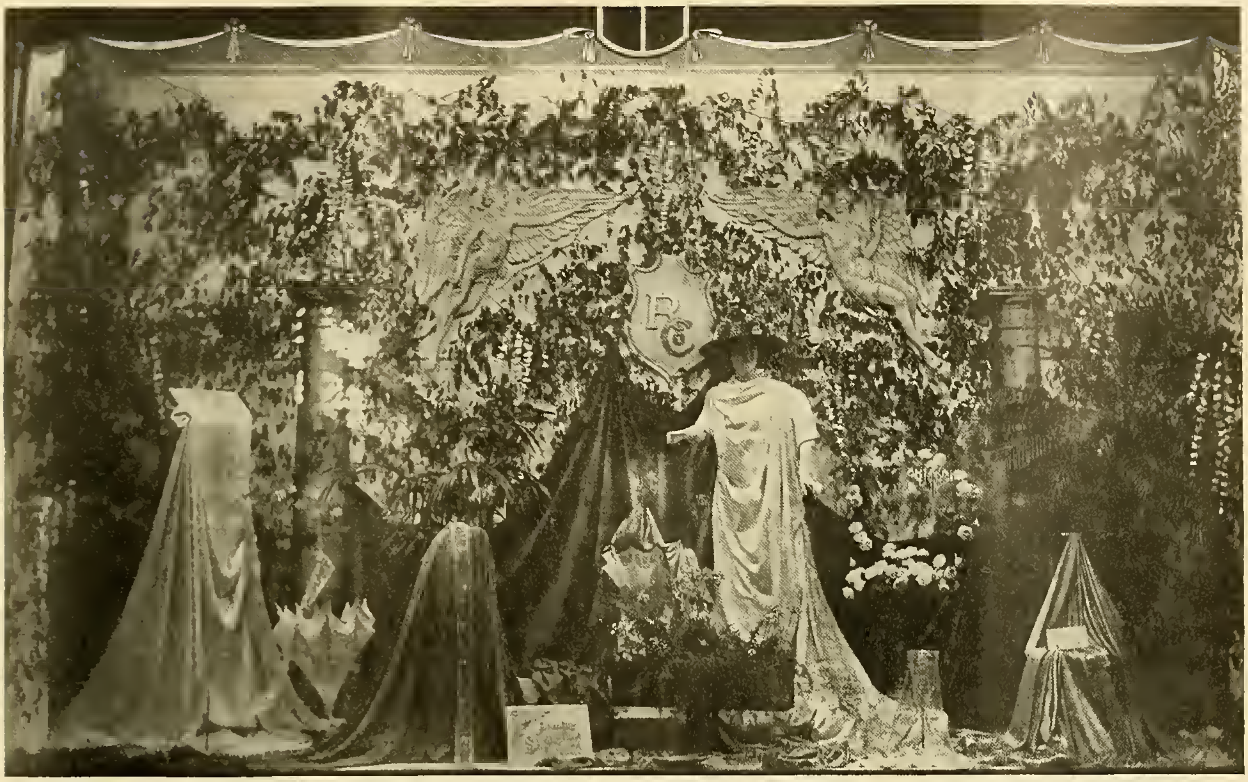


Plate No. 7222. Silk Display by J. E. Joyce for Rosenbaum Co., Pittsburgh, Pa.

Part of the background of this window was draped with handsome silk velour, the remainder being filled with foliage and flowers. Attractive figures in relief were used on the background. This same general effect was carried out in several windows on the Market street side of the Rosenbaum store, all of which made a striking effect.

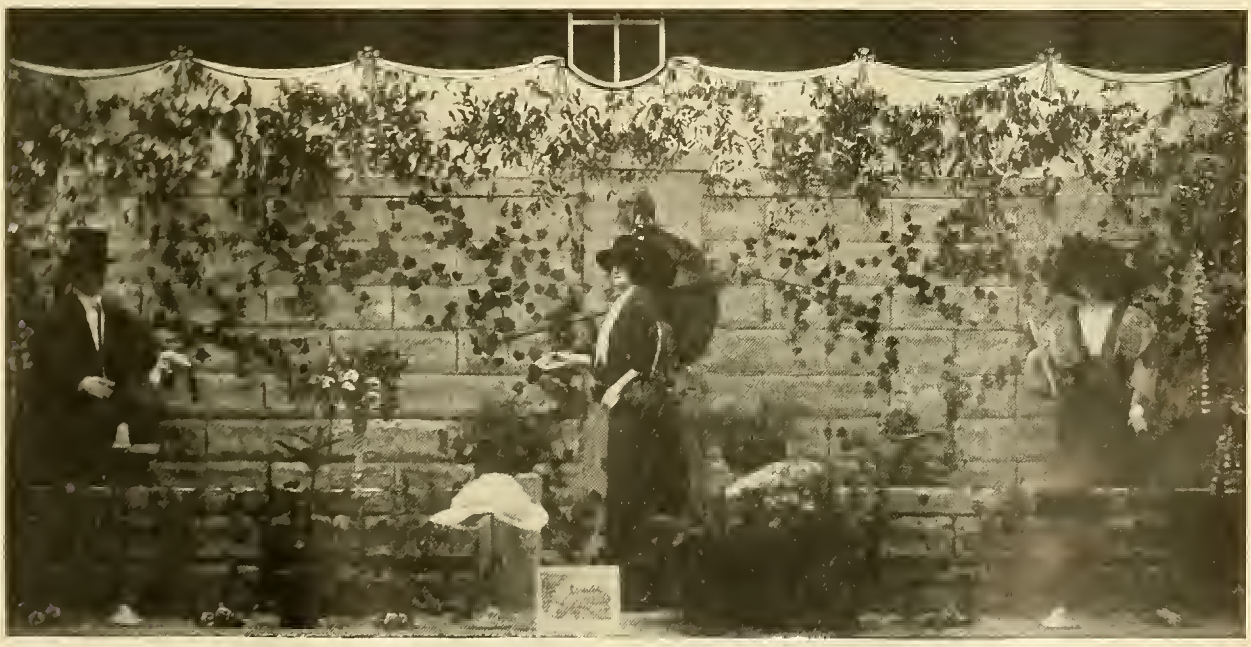
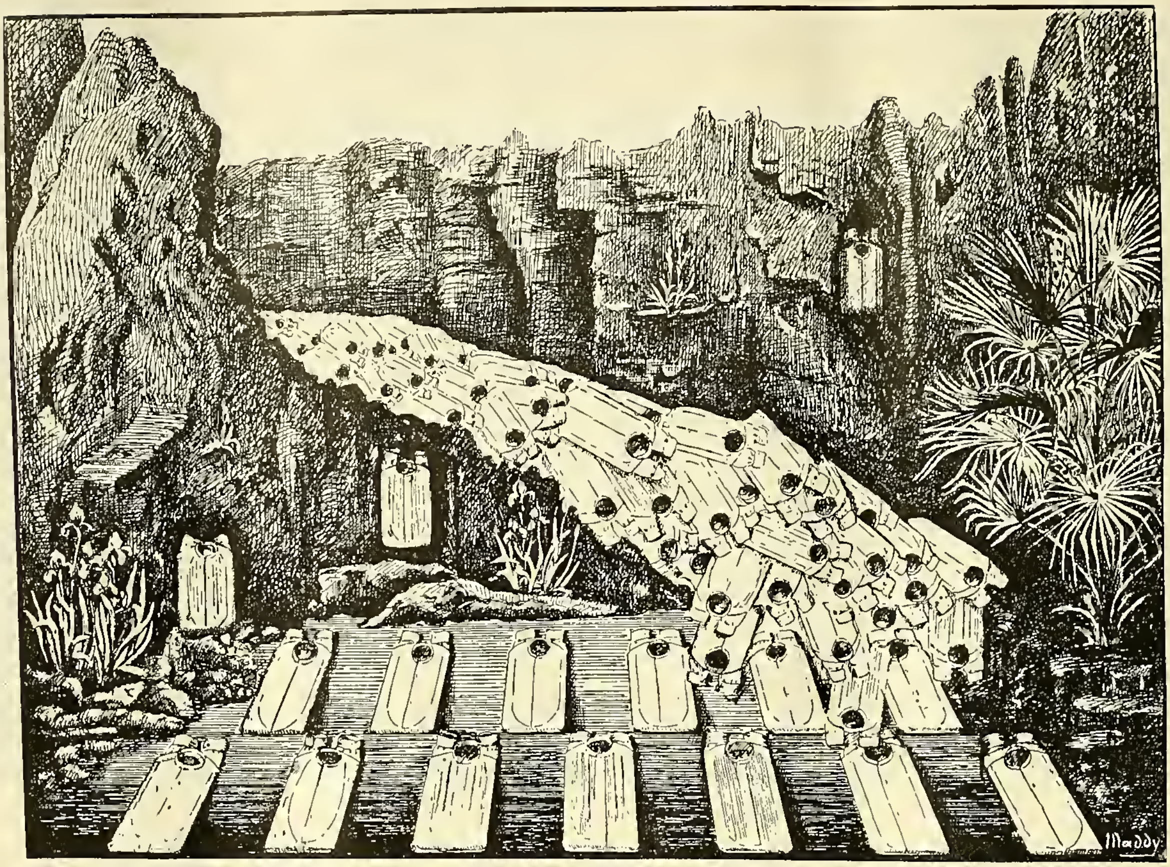


Plate No. 7223. Special Display by J. E. Joyce for the Rosenbaum Co., Pittsburgh, Pa.

This picture shows one of the seven windows of this store that face on Fifth avenue. Each of these windows had a background of papier mache in representation of a rough stone wall, seven feet high and covered with English ivy. In front of this wall was a lower one, 20 inches high, also made of papier mache. It was placed three feet and six inches from the back wall. On the low wall were shown nasturtium vines. The floors of these windows were covered with small stone chips which matched the walls. Plants and flowers were placed at frequent intervals. This complete set of windows represented a promenade along which were shown women's, men's and children's clothing. The total length of the background was one hundred and twenty-three feet. Southern smilax was used along the top.



A Novel Shirt Display

HERE is a novel idea for a shirt sale window. It was designed by M. Capdeboscq, window dresser for á Bois-Colombes in Paris. The display was intended to represent a cataract of shirts or, as M. Capdeboscq terms it, *Le Torrent de Chemises*. The background is built up to represent the rough, rocky walls of the stream. This may be done by means of papier mache which should be painted to give the proper effect. Naturally all of this work must be done well in order to create the desired illusion. Then the shirts at the back are arranged to create the idea of a foaming torrent dashing through the rocks. In the foreground shirts are arranged in an orderly manner as though they might have come to rest in the quieter waters below the torrent. With a little ingenuity and work this might be arranged as a mechanical display so the shirts at the back would toss about.

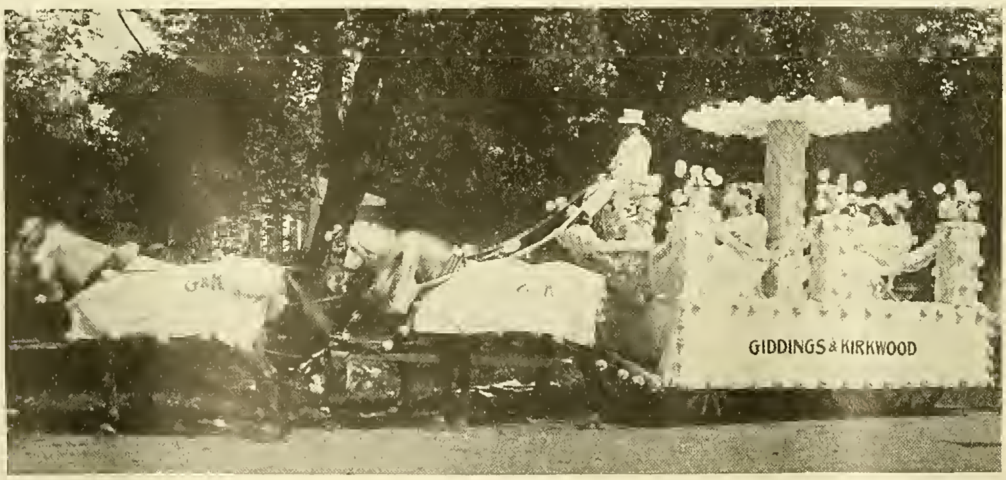


Plate No. 7224. Prize Winning Float by W. C. Hollingsworth with Giddings & Kirkwood, Colorado Springs, Colo.

This float won the first prize in the Civic and Pioneer parade held in Colorado Springs last August. The color scheme was pink and white, chrysanthemums being the flowers used. The design is unusual and attractive.

The Principles of Men's Wear Display

By Harry C. Davis

This is ninth of a series of twenty-four articles that will cover every phase of the display of men's clothing and allied lines. Mr. Davis is a conceded authority on this subject which he will handle in detail from beginning to end. The articles will be fully illustrated with drawings, diagrams and photographs and will be written in a manner that will prove equally valuable to the merchant and window trimmer.

Color and Composition

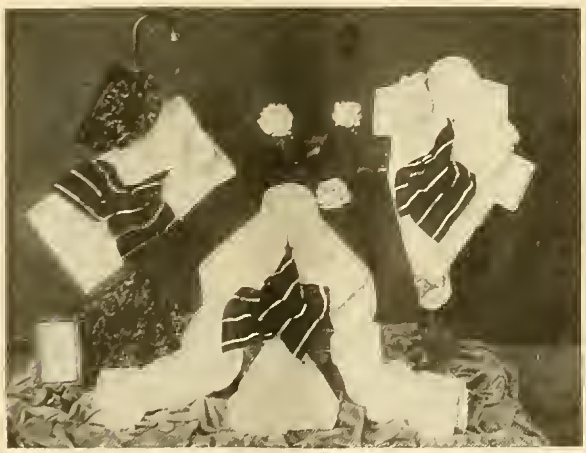
Editor's Note—In the preparation of these articles it is the intention of Mr. Davis to cover every point as fully as possible. However, there necessarily arise problems that are individual to some particular store, which cannot all be covered in articles of this character. In such cases, if the reader will write to this journal and state the exact character of the difficulty or the information required, Mr. Davis will be glad to furnish such assistance as may lie within his experience. Merchants who are contemplating building or remodeling their stores are urged to make use of Mr. Davis' wide practical knowledge of such matters. It will save time and correspondence if those seeking advice will give complete information, including measurements and sketches (when necessary), in their first letter.

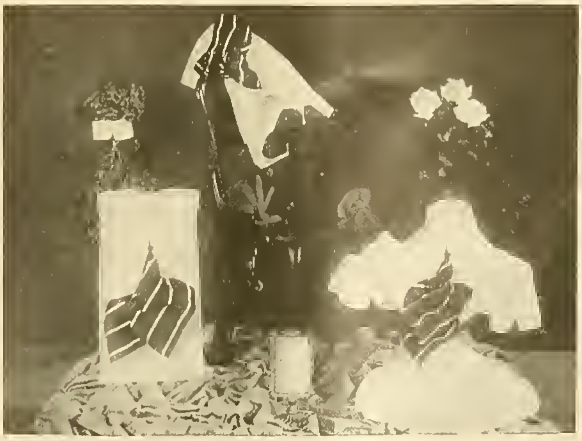
IT IS impossible to define the degree of importance contained in any one of the several elements that go to make a successful display. Therefore it would seem unwise to designate any one element as *the* one to be given first consideration when preparation for making a display is begun. No set rule for a beginning can be laid down for all men to follow, because men of temperament despise rules of procedure and we seldom find two of them who go about doing a given thing in the same way. All aim for a common goal, but the methods employed to reach it vary—and count for little as long as the goal is reached.

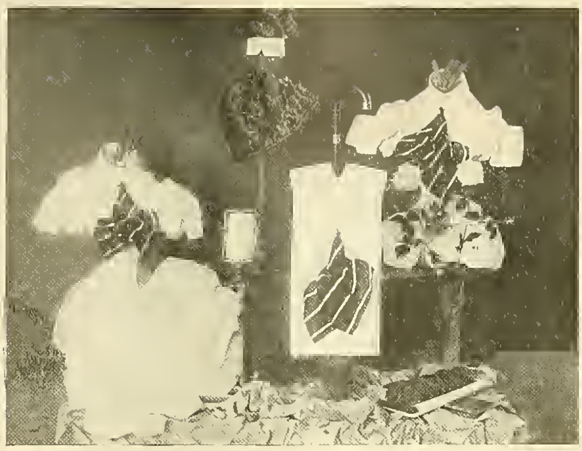
But as color must enter into the making of every display, and as it possesses great power to attract, it would seem safe if not advisable to give this element precedence whenever we find it necessary to divide consideration among them all. And if we do this, the predominating color in *the goods to be featured* should nearly always be given first attention. It should be made to serve as the keynote in the color scale of the display.

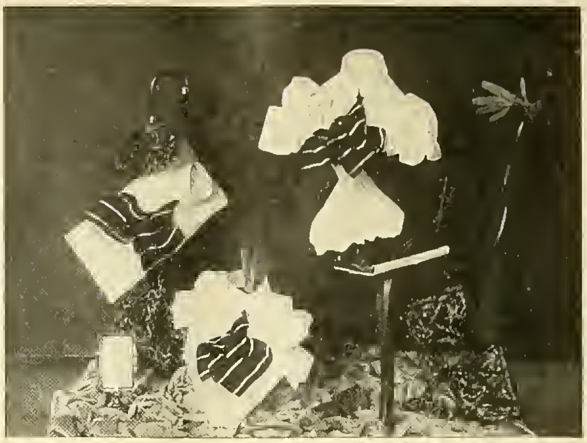
You will notice "the goods to be featured" set in italics. If you are a "veteran" trimmer you need not and probably did not give it even passing notice. But if you are a "prentice hand" (the fellow we are after) you will do well to give it some thought.

There should be *one* thing or line featured in every display. There must be a theme, motive, *subject* if a display is to be successful, productive of results. We can no more feature two or three lines of goods in a single display than we can build a long, wide house. We could build a long, narrow house, but if we tried to build a long, wide one it would approach the *square* in appearance, would it not? Quite impossible to emphasize the two dimensions in a single building. Just so in making displays. We cannot hope to feature, emphasize more than one line of goods at a time. But we can and we should use such little accessories as harmonize with and serve to emphasize the subject matter in *every* display. For they will not only do this but will lend character, feeling, life to the featured thing; and because of their harmony with the featured thing *being seen* they will often be sold. To make the latter part of this last sentence plainer let us suppose you are attracted by a display in which shirts are featured.









Upon close inspection you decide not to buy any of the shirts, because you already have some similar in pattern and color. But wait. Mighty pretty scarfs on those shirts! You see just how a certain scarf would look with one of *your* shirts and—that *shirt display* is the means of selling you a scarf. So it goes all along the line if merchandise is properly shown. Every display can be made to serve just such a double purpose and still contain but one real subject.

Judgment must, of course, be exercised in selecting accessories. The nature of them as well as the color must be in harmony with the subject matter of the display, just as the objects of lesser importance in a picture must have some natural connection with the subject thereof, or the finished work assume an aspect of ridiculousness. In painting a portrait of a princess in royal raiment an artist would not select a cabbage-patch for a setting nor represent the lady in the act of wheeling a gardener's barrow. Neither should we show shoes with neckwear; canes with underwear, nor use any other combination of discordant things. We cannot be too careful in our selections of things to be shown together. Throughout there must be *natural* sympathy to begin with; and then we must, by placing each and every article in the proper place, *strengthen* that sympathy. We must look well to the *fitness of things*, and with the aid of *fitting things* make felt the presence of *one particular thing* or line, if we would have harmony, dignity, strength, and selling power in our displays.

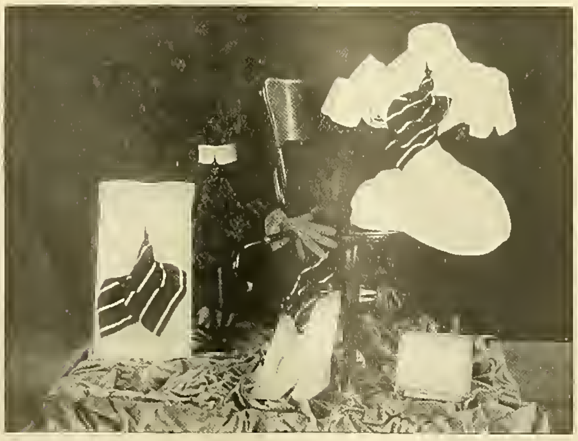
SOME DISPLAYS

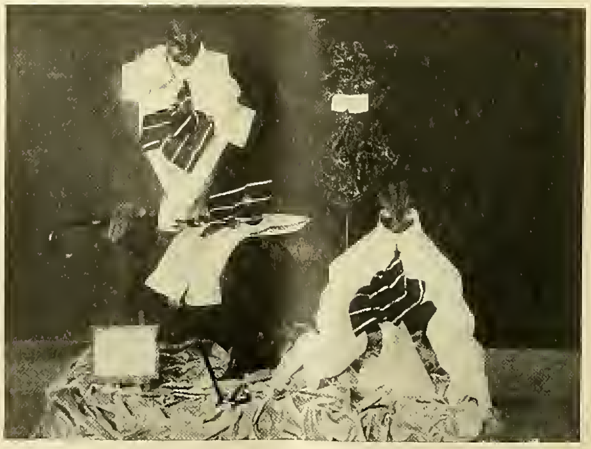
Three shirts, on each of which was a collar and tie; three separate ties; two pairs of gloves; one box of half hose; two canes, a six-yard length of shirting and what might be termed a handful of fixtures were used to make the displays shown in the accompanying illustrations. The same merchandise was thus used and arranged in various ways to suggest to the novice just a few of the many possibilities that lie within range of comparatively little in the way of goods and fixtures. And with the further object of taking up and explainin more fully, as clearly as we can with the aid of photographs, what has been said heretofore relative to the handling of color, line and mass in the composition of displays; the selection of fitting accessories, etc.

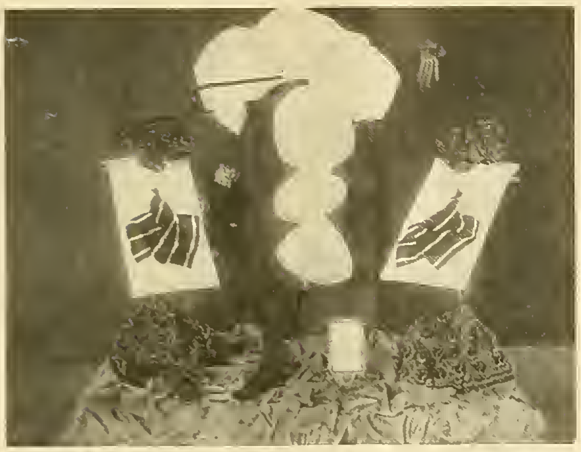
These displays were arranged one after another within a space measuring approximately four by four by five feet, the five-foot dimension being the maximum height reached in arranging the series.

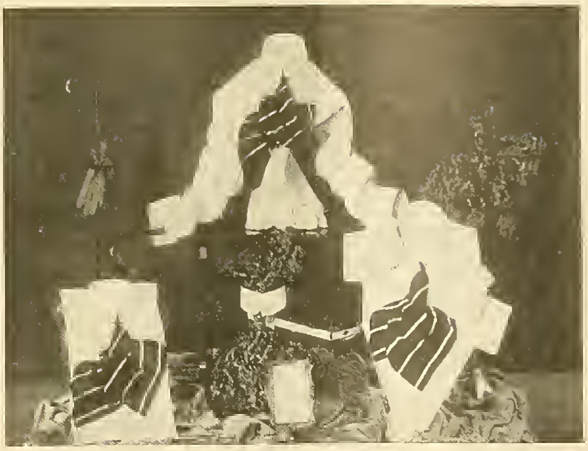
The background was a large grey-colored panel of composition board. Grey velour, lighter in shade than the background, was used to cover the floor.

The shirts composed a "set" of one pattern the color of which was different in each garment as they are usually boxed at the factory. The ties used thereon also composed a set but all were of the same color









—which harmonized with all the different colors in the shirts. The separate ties were likewise of one pattern and color scheme and in harmony with everything with which they were associated. The color of the gloves, hose and canes was the same in all, but of a different gradation in each.

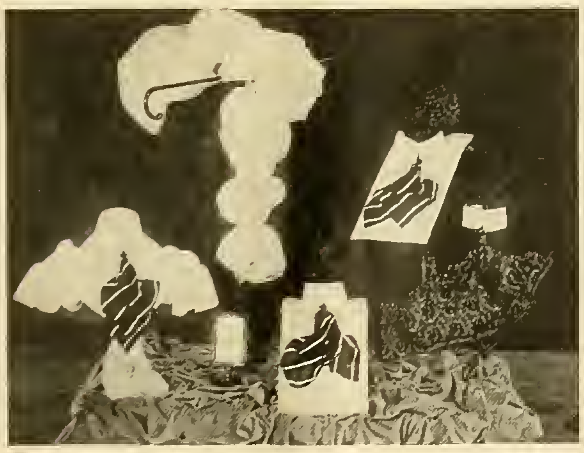
Now from this description of the articles shown and the frequent allusion to color you might draw the conclusion that there was quite a variety of colors used. There *was* if you would consider every gradation of a color a color in itself. And *in reality* there *was not* because in every article all the color or else the predominating color *was* a gradation of *one* color; and further, because gradations of a color become *parts* which the eye will quickly gather and form into *the* color, if they be properly handled. So the fact that more than one or two gradations of a color were used does not mean there was a *confusion of colors* any more than the fact that several different kinds of wearing apparel was used means there was a confusing variety of those things. A glance at the illustrations will show there was *a lack* of confusion; that each and every article was given plenty of "breathing space"; that each one *stands alone* even though helped *in appearance* by other things. The same glance will tell that the primary object of these displays was to show shirts. Shirts form the subject in all. And all the other articles and the colors thereof were selected and arranged with the view of making the shirts look their best; of showing they were desirable things to own, partly because of their own good qualities as shirts and also because they could be so nicely worn with such other little things as were shown with them. Neckwear of two different patterns was used.

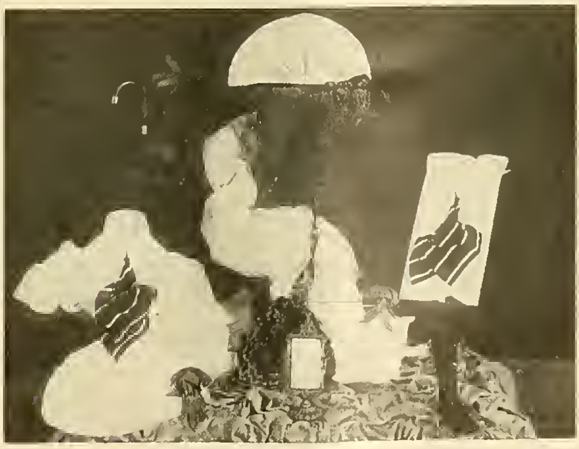
If Mr. Looker should prefer something different from a stripe pattern to wear with his stripe-pattern shirt he will find us "right on the job" with some beautiful figured ties, and vice versa.

While colors cannot be distinguished in the illustrations some very sharp contrasts are noticeable; and they lent strength to the displays just as they do to the pictures. They were *harmonious* contrasts and the displays were stronger, more attractive because of them. The predominating color of the subject matter was white—cold and unattractive in itself. But it was made less cold and hard, in fact rendered quite pleasing through the influence of the soft warm browns of the accessories with which it was associated.

COMPOSITION

In the *composition* of these displays, in the arrangement of the *masses* of materials and *color* some very pleasing *lines* were formed. In some of them commendable regard and feeling for each and all of these elements is shown, while in others there seems to be much room for improvement. In some of them an extra little twist or puff given to some of the ties and





to some of the lower parts of the shirts would work wonders in creating pleasing lines. In others the general composition is not altogether pleasing. If some of the articles occupied slightly different positions they would serve to "cut up" that 4x4x5 space more pleasingly and at the same time form more graceful, pleasing lines throughout the picture. In nearly *every* display the puffing of the floor covering shows lack of attention to that very important detail.

The man who arranged these displays is a stickler for attention to detail. But a mere glance will enable you to see that with just a little care and very little additional labor he could have handled that grey mass of floor covering in such a way as to create more pleasing, harmonious lines in the puffing. His eye was too full of the *color* and his mind too much occupied with the effect the color would have on the eye of the camera to give due and just attention to the ***lines*** which were of necessity created in the operation of puffing the velour.

Thus we err! And by thus erring, then noting, analyzing and correcting our errors we should learn *not* to err—at least not often and *never* in the same way, in the same things twice. If, after we have learned to distinguish right from wrong—or good from bad, if you please—we learn to keep our faculties in perfect balance, then there can be no excuse for allowing even the smallest detail to suffer inattention. If we know what is right but disregard our knowledge, then of what value is it to us or anyone else? Where is the merchant who will hire a trimmer at a good salary on account of his reputation for carelessness?

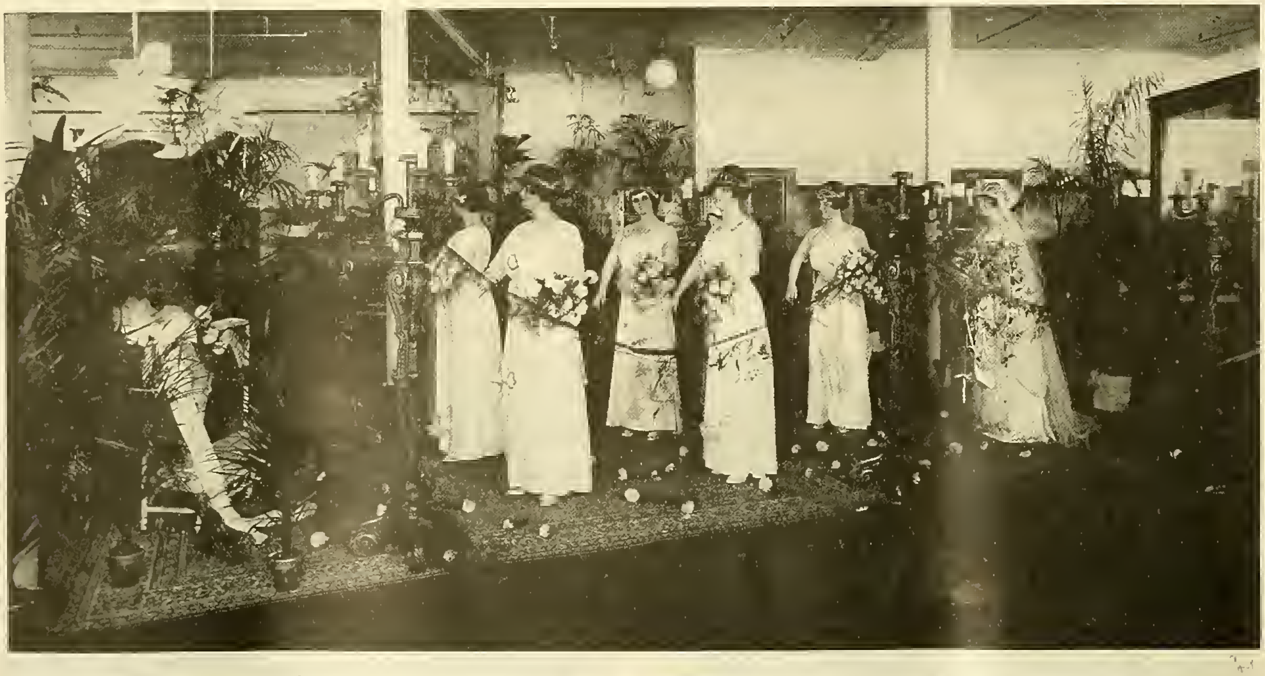
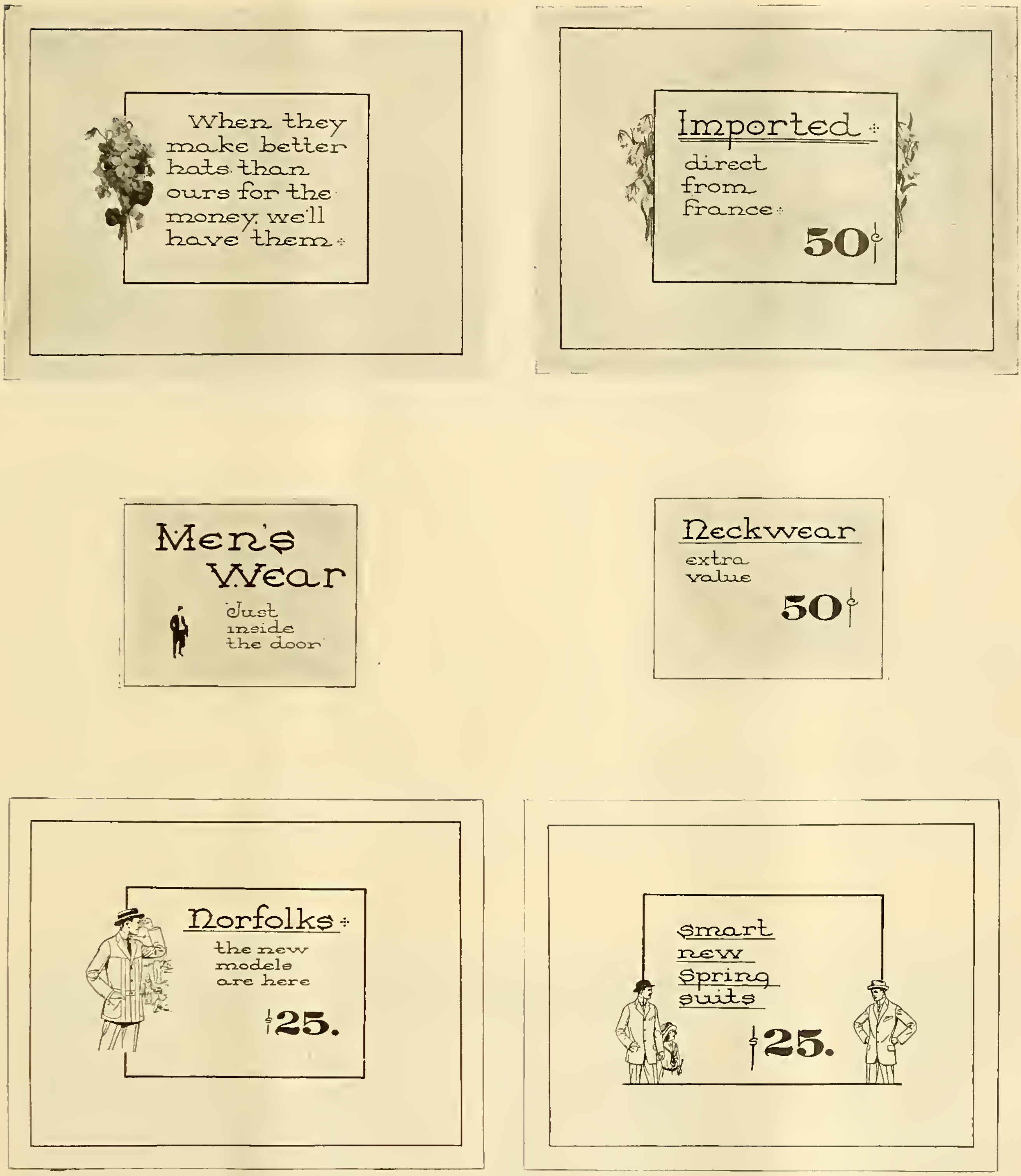


Plate No. 7225. A June Bride Display by H. R. Claudius for Foster, Ross & Co., Auburn, N. Y.

This was an interior display that attracted much attention owing to the fact that all of the details were worked out with the greatest care and accuracy. The tableau was set off by a series of tall candelabra which were connected by silk cords around which asparagus ferns were twined. The remaining details are apparent in the picture.


When they make better hats than ours for the money we'll have them
Imported direct from france 50¢
Men's Wear Just inside the door
Neckwear extra value 50¢
Norfolks the new models are here $25.
Smart new Spring suits $25.

Some Hand Lettered Cards by Dick Blick with O. T. Johnson Co., Galesburg, Illinois.

DURING the next few months business will be comparatively quiet and this will afford an opportunity to make any necessary improvements to the store. Get out and look your store over and you will probably find that you can make some big improvements in the front or elsewhere for a comparatively small investment.

THE merchant who continues to do business in a store with an old-fashioned front may be saving some money thereby, but he is handicapping himself in much the same manner that he would if he refused to hire competent help on the ground of economy. A good front has so much selling force that it soon repays the investment required to put it in.

NOTES FROM NEW YORK

STERN BROTHERS NEW STORE TO BE OPENED SEPTEMBER FIRST--SIMPSON-CRAWFORD CO. EXHIBIT INFANT PHENOMENON—AN INTERESTING DISPLAY OF STATIONERY AT MACY'S

F. F. Purdy

THE date for the opening of the new store of Stern Brothers, at Forty-second street, Sixth avenue and Forty-third street, is set for the first of September. Although the ground area is unusually large, the building is but eight stories, and there will be a floor area of about 25 per cent more than in the old store. There are nine large windows on Forty-second street, and two on Sixth avenue, a somewhat longer stretch of windows than in the present store, each window being 12 by 18 feet in dimensions, which may be diminished by the use of false backgrounds as may be necessary, according to the merchandise shown. All the fixtures of the interior will be of mahogany. The character of the window backgrounds has not yet been determined, nor the finish of the window fixtures, although specifications are out and the fixture manufacturers are figuring on them. Theodore Zegers, the Stern decorator, who has been with that house for fifteen years, is understood to have been intrusted with a great deal of the work of laying out the departments, and determining upon the interior arrangements, fixtures, etc., in the new store, which is coming to be a part of an expert decorator's job nowadays, as was specially noted in the case of Mr. Wendel, at Gimbel's, who seemed to be final authority on everything inside of the building, down to the last tack, when the Gimbel store was opened. Mr. Zegers has some nine assistants, who have a great deal of work in connection with the interior arrangements as well as the windows, and this number may be slightly increased in the new store, although not materially. There is a vast frontage on Forty-third street—over 400 feet, but the windows there are not arranged for displays.

A VALUABLE CORNER

Real estate values on Forty-second street, between the Stern store and Fifth avenue, have been materially enhanced. Stern Brothers, by their large commitment to Forty-second street as a retail headquarters, have fixed its status rather earlier than would otherwise have been the case. But the case is settled. Forty-second street will ultimately be a great shopping center, and the Fifth avenue corner will be specially valuable. We have been told by pretty good authority, a person having interests on the street vitally affected, that a leading Chicago department store; a prominent Boston house; and an old and honored downtown dry goods organization were figuring with real estate men on getting in on that location. There is not room for all, and whoever gets Fifth avenue and Forty-second street will bid high for it, as this will, no doubt, be the resting place of the northerly march of department stores. Macy was the up-town pioneer, with Altman, McCreery and Gimbel following in the order named. The Lord & Taylor store, at Thirty-eighth street, will take a year or more to build.

But what of the great investments between Fourteenth and Twenty-third streets? The heads of the houses of Hearn, Greenhut-Siegel-Cooper, the Henry Siegel interests, O'Neill-Adams, etc., have formed a

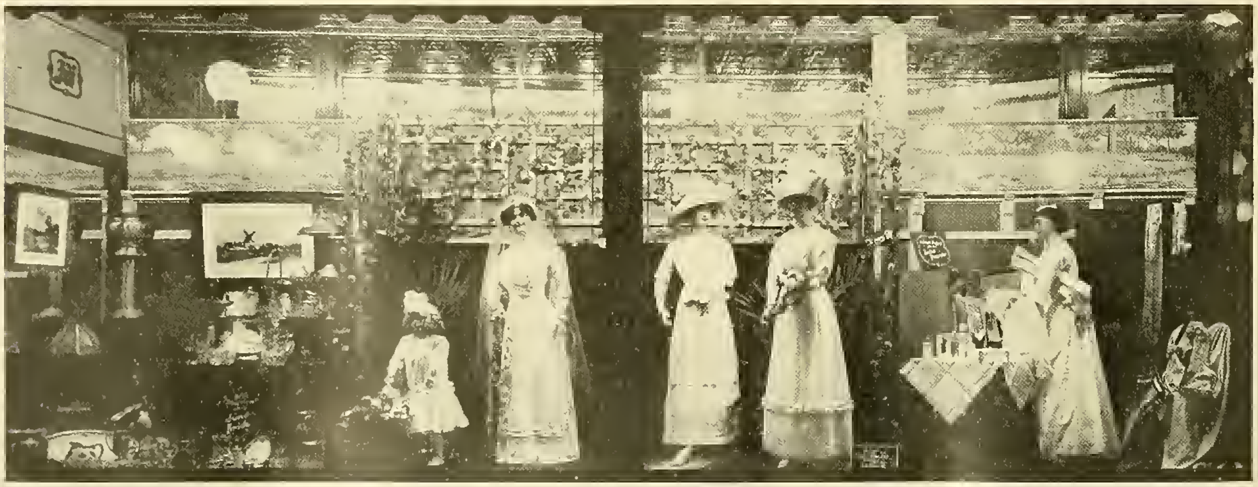


Plate No. 7226. A June Bride Display by M. A. Winn for John Gerber Co., Memphis, Tenn.

This was a June Bride display and the photograph does it but scant justice, as the setting was a very handsome one. In the middle was a trellis which extended toward the front of the window for a distance of three feet at each end. It was finished in gold and was covered with small rose vines. This arrangement made it possible to show three separate displays. In the middle was the bridal party and at one end was an assortment of bridal gifts, while at the other was a maid unpacking the trousseau. On the floor in the middle was a white silk slipper filled to overflowing with rice.

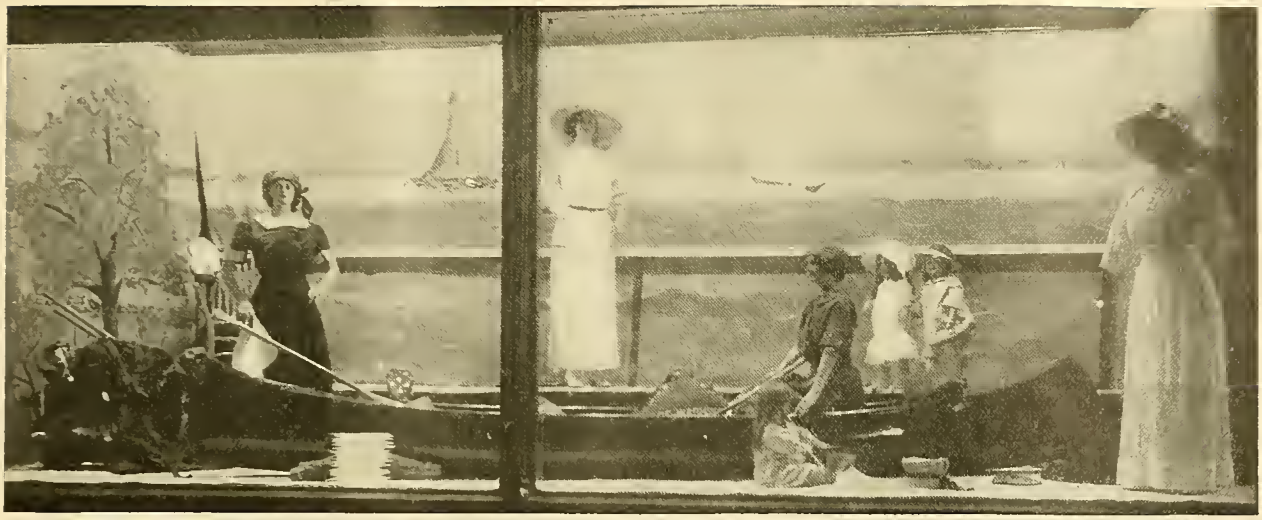


Plate No. 7227. A Summer Display by Geo. L. Draeger for Woodward & Lothrop, Washington, D. C.

The background of this display was an ocean scene with a distant lighthouse, boats, etc. In front of this was a sort of pier made of boards painted red and white. The floor was covered with white sand and the canoe was placed diagonally as if drawn up upon the beach. A jointed figure was seated among some local college pillows in the canoe. She was dressed in a bathing suit. Drift wood was placed on the floor and was also used to drape the bathing suits over.

Central Mercantile Association to boom the downtown territory, as we noted in a recent issue. This association lately gave a dinner to Mayor Gaynor and his heads of departments, a great affair, where a lot of encouragement was given to the merchants of that territory. Whatever one's views of the Mayor—and the views are various—he certainly gets off some snappy things. He said he believed the center of business would not go above Twenty-third street, and continued: "The Great White Way, the turkey trot and tango may go further up, but I see no reason why you should chase after it."

A BABY SHOW

The papers featured and illustrated last month a baby who on physical examination by some city authorities was pronounced perfect in all respects physically. The Simpson-Crawford Co. hit the nail on the head right away. They secured the infant from the parents, with a nurse in all the nurse's habiliments, and showed the baby on the second floor in the midst of the infantile belongings. There in state was the child lying in a fine brass cribs in a sumptuous bedroom which was furnished in a manner to catch the fancy of all the hundreds of women who come to see the perfect baby. Pink was the predominant hue of coverlets, lamp shades, and even the ropes encircling the display were covered with pink silk. The exhibit certainly made a hit.

Forsythe has added a shoe department, and also the store in the rear, furnishing an outlet to Thirty-third street, so that now the establishment runs from one street to the other. Mr. Buswell, the window decorator, has demonstrated that he can show the fine men's furnishings on Thirty-third street (a new department) equally as well as the handsome women's wear which fill the Thirty-fourth street windows.

A May McCreery window attracted much attention. It celebrates the fiftieth anniversary of a pattern house, and the central feature is a scene on a series of movable cardboards showing the little New England village where these patterns were made in the inception of that industry fifty years ago. With the scene were gowns, patterns and accessories.

STATIONERY DISPLAY

R. H. Macy & Co. brought out two specially handsome windows the third week in May that drew the crowds. One was a window of wedding stationery. This merchandise has not been exploited in the windows of Manhattan as much as in Brooklyn, but Mr. Allert's window was probably a bit more ambitious than any of the Brooklyn exhibits of the kind. The background was the front of a church organ, built of the tall rolls of parchment, some of them gilded to represent the portions of the front which are usually in gold. At top of the end and central pillars was a neat Gothic design that completed a charming effect. There were specimens of engraved invitations to church and home, cards of admission to church, at home and reception cards, etc., etc., together with a schedule of prices for the requisite quantity of each. Any prospective bride could see at a glance just what her engraced outfit would cost her, as well as secure ideas of proper forms. The other window demonstrated the resources of the house in fishing outfits. The background was a marine view, while in the center was a big fish straining at the line, hooked to the death. Several series of outfits were shown for fishing for trout and other fish, while several denizens of the deep were displayed mounted. The window was lined with men all the time, deep in thought on how they could get away from civilization and catch some fish.

PHILADELPHIA DISPLAYS

There are noble opportunities for the fine display of regular merchandise in the windows of the Wanamaker store in Philadelphia, which are handsomely utilized. But the aim of the displays is evidently to do much more—to illustrate the resources of the store, its ability to supply every want, and to cater to extreme taste. At one time recently, aside from merchandise windows, the following displays were in place: One window with rustic summer house, with lit lantern, in center, rear, behind a rustic fence with gate, through which a dog was emerging. Foliage at sides and house covered with wisteria vines. Three girls standing in front, on green turf, holding a daisy chain. A natty window, though only incidentally for merchandise. Another one: Woman in black riding habit wearing gauntlet gloves, mounted on horse. Three summery-clad women, with little miss nearby. Bull dog in front. Iron fence surrounding back and sides, and three large flowering plants at back and sides. Another window was full of designs of everything in the "new art," or Cubist fashion. Fake though it may be, Wanamaker has it. There were Cubist designs in parasols, even slippers, hand bags, draperies, hosiery, etc. A fourth window was of "ye olden time," with some Colonial rockers, skeins of yarn thrown over them, with partly finished embroidery and materials, old spinning wheels, old time hunting pictures on back, ladies' worktable with all accoutrements, etc. A ladies' boudoir occupied a smaller window, with white enamel furniture, dressing table, chair, three ladies, lingerie robes, two boudoir caps on two stands, and two poster rugs on floor. A showing of Pickwick and Oliver Twist juvenile suits was made in a big window on Market street, where, in addition to the goods, Bill Sykes was shown in bas relief placque; Mr. Pickwick sitting at an elevation surveying the multitude, while Sam Weller pointed out some special features; Sairy Gamp was shown in bas relief, and the window altogether was a charming display of relics to delight the heart of the lover of Dickens, though doubtless few had ever heard of the Pickwick and Oliver Twist juvenile suits. Then came the strongest traveling goods window we ever remember to have seen. The railing of a steamship was in the foreground, with figures wearing appropriate traveling costumes behind. There were the round life preservers hanging at intervals on the rails, with a couple of field glasses near by. The merchandise consisted mainly of wardrobe trunks, suit cases, bags, steamer trunks, etc., with steamer chairs and rugs shown with chairs open and rugs thereon. Pennants and flags of all nations hung from lines strung high. Round life preservers in each corner with umbrellas, telescopes and Baedeker guide books completed the showing. It was a high class traveling goods window intended doubtless to make its appeal to the most opulent Philadelphia traveler. The foregoing were but a portion of the windows, with special features, which formed an admirable setting forth of the resources of the Wanamaker store.

A rival of the "Promenade de Toilettes," held early

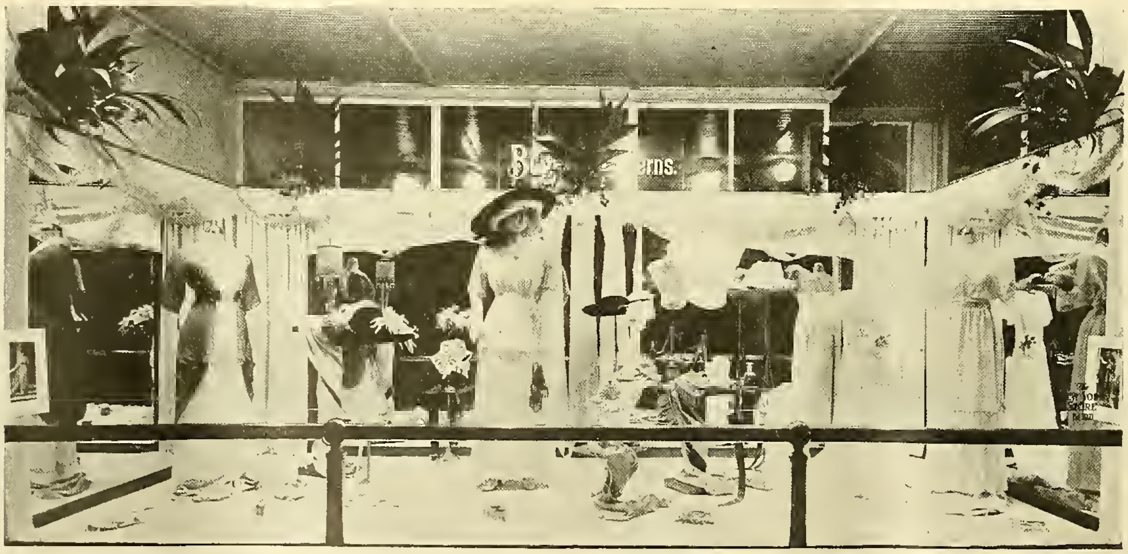


Plate No. 7228. Display of Women's Wear by Fred D. C. Wahrenburg, for Rurode D. G. Co., Fort Wayne, Ind.

Much of the detail of this attractive display is lost in the reproduction, however the picture is sufficiently clear to make out the general scheme of arrangement. Embroideries were used to festoon the top of the background.

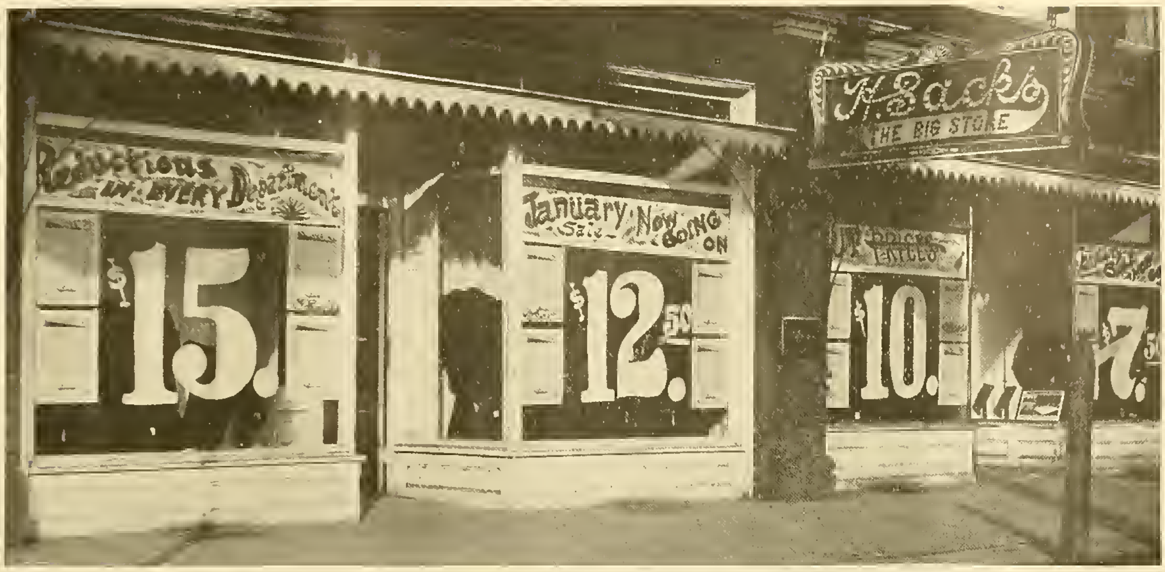


Plate No. 7229. Sale Windows by Peter Abt for H. Sacks, Troy, Ala.

This is not submitted as an example of an artistic front. The decorator did not intend it to be such when he designed it. The intention was to attract attention to a low price sale that was then going on. This purpose was accomplished for no one could pass along the street without noticing the glaring signs. In each of the four windows suits of one price were displayed and this price was painted on the window glass in figures large enough to be read for a block. On each window glass reprints from large newspaper ads were also pasted. This is an idea for the July clearing sales.

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this spring, Gimbel Brothers recently put on, in their auditorium, a demonstration of everything in corsets and lingerie, obviously entirely for the view of women, and which drew a large attendance. There were numerous models in attendance, it was stated, who demonstrated a great variety of the unseen essentials of milady's wardrobe. One of Mr. Wendel's windows contained a strong presentment of these goods—a corner window—in the center of which was a recumbent figure on a chaise lounge in exactly the same position, familiar to all, taken by Madame Recamier in the famous painting.

R. H. Macy & Co., while making certain concessions to display, holds pretty strongly to the practical. Their annual parade of their delivery wagons took place early in May, when 207 automobiles, trucks and wagons, all in their best attire, paraded from the stables in Fifteenth street far up-town and back again to the store, giving New Yorkers a fine exhibit of the firm's facilities for prompt delivery of all merchandise.

Mothers' Day has been coming to the front rapidly for the past few years, and now everybody has some kind of a notion what it is. The event is celebrated the second Sunday of May. The Saturday before there were large piles of white carnations—the flowers of the day—in each building, and an attendant gave a carnation to each visitor. The advertisements of the day before contained a handsome tribute to American mothers, with announcement of the carnation offering.

The rotunda of the Stewart building of the New York Wanamaker store was decorated recently with over 100 paintings of copies of the works of uniform size by French portraitists of the eighteenth century. They were hung round the first, second and third galleries, and interspersed with flags, tapestries, etc., producing a splendid effect. Accompanying this exhibit a neat booklet, descriptive of the pictures, was issued, in which the name, date and features of the original of each were noted.

* *

Mr. Fraser Goes to Europe

ARTHUR V. FRASER, head window dresser for Marshall Field & Co., sailed recently on a two months trip to Europe where he is sent by his house. Mr. Fraser will spend his time in the study of all branches of European art and his observations will no doubt be expressed in his future work for the great Field store. The idea of sending their decorators to Europe is becoming more and more popular with great American stores and an exceedingly good idea it is, too. A number of the larger Eastern stores send their decorators to Europe regularly and the fact that they continue to do this is evidence that they believe it pays. Incidentally it indicates the importance that these stores attach to the work of the window dresser.

* *

THE bill in the Pennsylvania legislature forbidding the sale of aigrettes and the shipment of such feathers into or out of the state after July 1, 1914, was approved by Gov. John K. Tener April 22. The bill was presented to the Senate in January and provoked a bitter debate.

LEARNING TO MAKE CARDS

SOME SUGGESTIONS TO BEGINNERS AT SHOW CARD WORK FROM ONE WHO LEARNED THE BUSINESS THROUGH THIS JOURNAL—APPLICATION AND OBSERVATION ARE ESSENTIAL

M. L. Miller
With Innes, Bullene & Hackman, Lawrence, Kansas

“THE easily gained things are easily lost. That which is got without effort is worth what it cost.”

To each and every thinking man has come the time when he has determined just what he wants to make of himself and he starts “who makes a success,” to dig, and just in the degree that he digs does he succeed. Experience is our only teacher and he who has had experience knows, for he has had to dig to have the experience from which he gains the knowledge. So the man who thinks he knows anything, and has not had to dig (or search, observe, practice and perfect), cannot expect to go forward very far or fast.

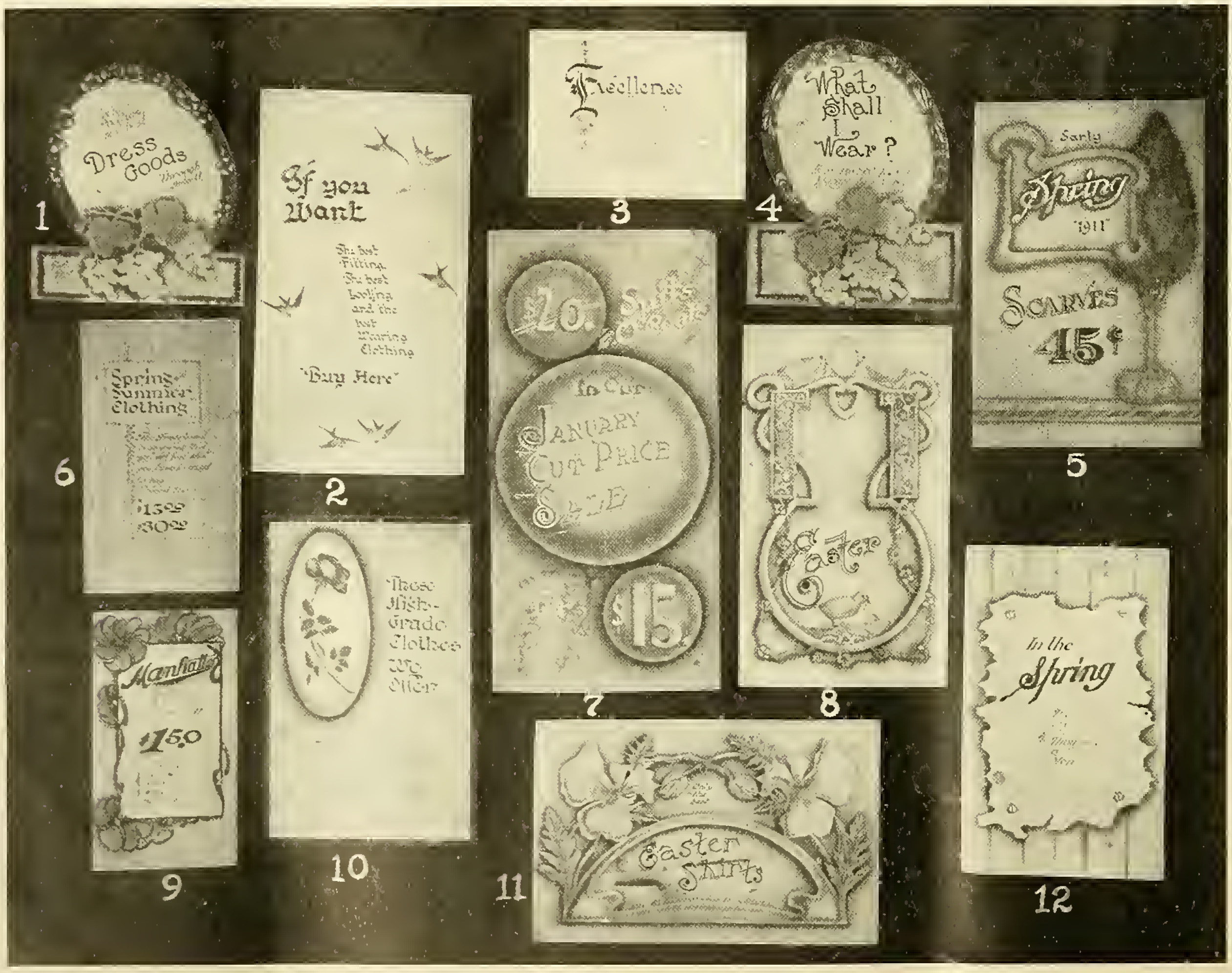
This I know because of my observation and experience in the Window Trimming and Card Writing profession in the past ten years and I herewith submit to you a photo of what I have learned from the Merchant's Record and Show Window, watching others and putting into practice what appealed to me most.

Mind you I have never worked under anyone who was a professional, have taken no lessons, but watched the Record and the work of others who were better than I to learn what I know. I feel grateful to the Record for helping me to progress as much as I have in this my work, and as long as I can, I am going to continue to watch my Records and the things that I find through them just the same.

I have made it a habit to keep my Records for five or six months and then pick out the best (to me) of all the good in them, separate them into their classes (Men's Clothes, Dry Goods, Card Writing, etc.) and make scrap books of each, which I find a continual source of good as text books. I also buy everything pertaining to show card writing, window or store work and use them for the same purpose.

A few people make light of this method of study, but I have found few of those who have known but a limited amount of good that I could apply.

Of all the card writers who have contributed to the Record, I believe I have found more good from Mr. G. Wallace Hess' writings than any of the others, and I believe that it is because his work covers a larger field of usefulness than the others. I have never believed that a man can take one alphabet or system of lay out, and never change, and expect to be up to the minute, for the man who does not flow with the


1
Dress Goods
2
If you Want
The best Fitting The best Looking and the best Wearing Clothing
"Buy Here"
3
Excellence
4
What Shall I Wear?
5
Early
Spring
1911
Scarves
45¢
6
Spring Summer Clothing
$15.00
$30.00
7
$10.
In Our
January Cut Price Sale
$15.
8
Easter
9
Manhattan
$1.50
10
Those High-Grade Clothes We Offer
11
Easter Skirts
12
In the Spring

tide will in time stagnate because his work becomes monotonous not only to himself but to the public.

I think that the greatest thing a card writer or window trimmer can engrave upon his mind is that he is always a student of his work and never an expert. I do not believe in experts, because who is the man or nation that has not learned from the other man or nation, and as long as progress is a law of mind it will be so, and that will be eternally. This will tend to cause the big man, who feels his bigness, to realize that at some time he will have at least learned a lesson from someone else.

For instance, a man who came to Kansas on a vacation trip from Chicago dropped in to see me and in the course of our conversation I discovered he was acquainted with an Air Brush of which I am very fond. It took some talking to get out of him a few things I wanted to know, but as soon as he saw that I didn't think I knew it all, he very simply showed me what I had never dreamed of, nor could ever find anyone who knew of. He did me more good (because of his simpleness and whole-heartedness), than I had ever got from anyone before. This man was not a show card man or trimmer, but he knew the Air Brush so well that he didn't do anything to "show how much he knew" and was as eager to learn what I did with it as I was to know what he knew. "We never know from whom we can learn." So I say, none of us get too old or too good to learn more and get better.

These cards I offer, not to show what I can do, but to show what can be done by watching the Record, all magazines, advertising matter, and in fact everything,—for to the artist's mind everything suggests something that he can apply to his work. This is how I produced these cards:

Nos. 1 and 4. These were lettered with the Payzant pen. The grapes were taken from a grape juice advertisement cut out and air brushed. The border is in burnt wood effect. The card board was heavy mat.

No. 2.—This was on heavy mat board. The birds were taken from an ad. The lettering was done wtih Newton and Stokes solid markers.

No. 3 is on common cardboard done with Soennecken pens. The capital letter is in a panel made with ball point pen and air brushed.

No. 5. The stencil for this design was taken from two ads. The word Spring was done in white and the rest with a Soennecken pen.

No. 6 is a grey mat board in all brush lettering and made a good sale sign. I always keep a lot of plain circles, ovals, etc., which I find useful very often in my air brush work.

No. 8. The main design, was taken from a clothing poster. The little chicks were cut from post cards. The rest was free hand air brush work. Lettered with ball pointed and Payzant pen on white mat board.

No. 9 is another card with burnt wood effect.

No. 10. The rose I found in the Ladies' Home Journal patterns, from which I made two stencils. Then blew in an oval. The lettering I did with Soennecken and ball pointed pen. Passepartout edging.

No. 11 is on common cardboard. The stencil is a combination of two stencils I picked up at some time and worked over into one. Lettering is done with Payzant and Soennecken pens.

No. 12 I copied from one of the C. H. Strong books. It is on common cardboard. Lettered with Soennecken pens.

Now you will notice that all of these cards were the result of research and observation down to the pens, for I found the pens through writers in the Record. If a man who is not an artist, in drawing and color work, can make these cards in this way, those who have more ability to draw and design surely can create much better.

So to those who love the work of card writing with or without the adaptability, I say be receptive to all that pertains to show card work or that one can apply to show card work and you will learn. But remember *always* that you can learn "something" *always*, for you never know it all.

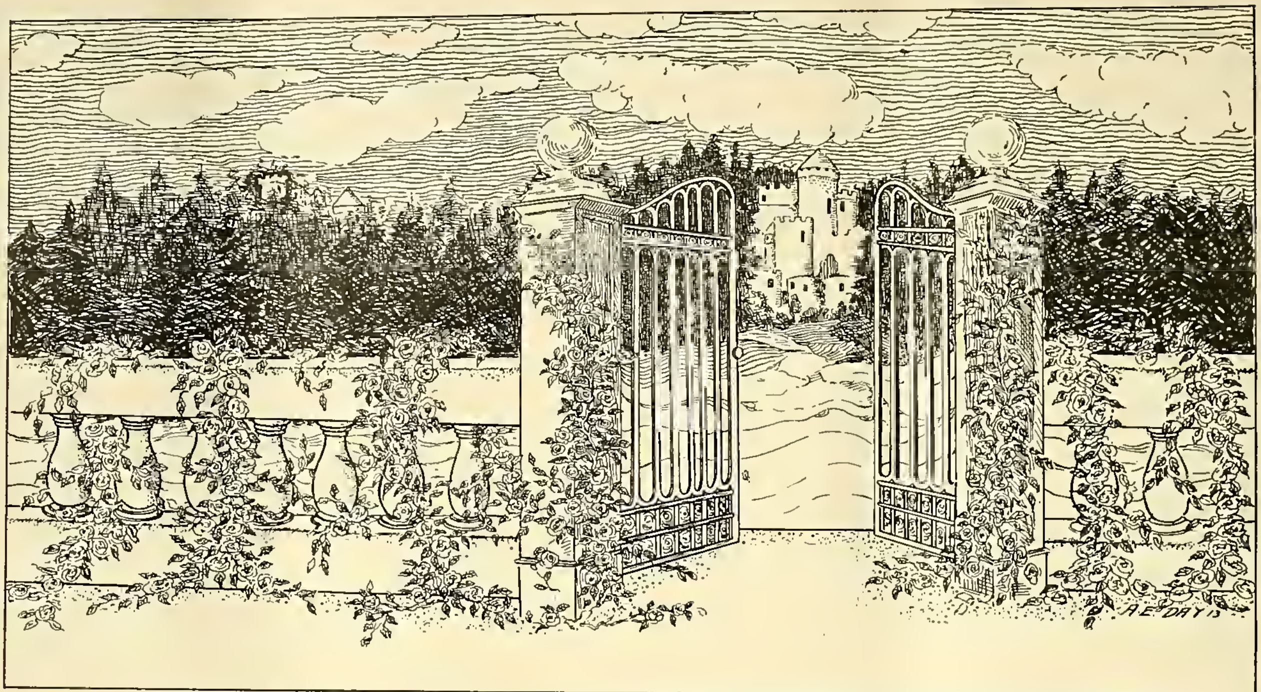
* *

Mr. Staulcup Goes to New York

MR. M. P. STAULCUP, chief of the Window Advertising Department of the Burson Knitting Company, has removed his headquarters from Chicago to New York. He was accompanied by his assistant, F. R. Robertson. Mr. Staulcup's change of bases was brought about through the remarkable success of his window display campaign in Chicago. When he first came to Chicago for the Burson Knitting Company, about a year ago, there was some doubt as to whether the big merchants would permit their windows to be used for the exclusive showing of the Burson product. The idea had never been tried out in a big way before and there was a question as to whether the Chicago stores would co-operate. Mr. Staulcup, however, had plenty of confidence in the plan and later events proved this confidence to have been justified.

Some weeks were required for the building of portable displays and getting the details in shape—then the scheme was launched. If some of the merchants were lukewarm in the beginning, their doubts were quickly dispelled and after the first few installations there was never a time when the supply of displays was equal to the demand. This applied not only to the big stores of State street but to stores of all kinds all over the city. The campaign proved an unqualified success, both from the viewpoint of the Burson Knitting Company and from that of the merchants who were furnished with the window displays.

In New York Mr. Staulcup and Mr. Robertson will conduct a similar campaign during the coming year and there is every indication that it will prove as satisfactory as the work done in Chicago.



BACKGROUND DESIGN BY A. E. DAY WITH SCRUGGS, VANDERVOORT & BARNEY, ST. LOUIS.

Bettering the Service

MOST of the disappointments to which customers are subjected in the matter of delivery of goods is due to reckless promises on the part of the salesman who wishes to satisfy the customer at the time the sale is made. There are many salesmen who will promise that a suit will be delivered at a certain time when a little investigation would show that such a delivery is practically impossible. Naturally the customer is indignant when the suit does not materialize at the specified time and he holds the store accountable. Probably he may have depended upon the suit for some particular occasion and he will suffer a real inconvenience through the belated delivery. There should be in every store a set of iron clad rules governing promises as to delivery and there also should be equally strict rules as to the manner in which goods are handled in the alteration department and other departments in order that in case of a mistake it may be found who is responsible. When the new Hub was opened in Chicago all salesmen were required to read and sign the following set of rules for the betterment of the delivery service:

All suits, price $15.00 and under, to be called for in the basement regardless of alteration or not.

All trousers, regardless of price, on which there are alterations or not, to be called for on the basement mezzanine.

In order that all garments can be completed by time promised in the tailor shop, all salesmen will procure the time necessary to alter the garment from the marker, who in turn will be posted hourly as to the exact condition of the shop. In all cases they must get the time promised on garment from the floor inspector whose decision will be final in the matter, excepting in extreme cases when the marker will confer with the department manager or his assistant.

All specials must be obtained from the following gentlemen: Mr. Morse, on the second floor; Mr. Howell, on the third floor; Mr. Malo, on the fourth floor; and Mr. Sterling, on the fifth floor; whose duty it will be to see that the stubs are sent to Mr. Hill in the basement shipping department.

The department manager will hold the above-named gentlemen responsible for all specials issued.

There will be a cash boy assigned, who will take specials down to Mr. Hill, who will give a receipt for same. Such stubs to be returned to the department where special was issued from.

The tremendous business on Saturday congests the tailor shop so that it is impossible to get out Saturday's work as well as goods promised for Monday, which necessitates all goods sold on Saturday and promised for future, must be promised for Tuesday or later, of the following week, as no goods will be promised for Monday unless a "Special" is procured from the above-mentioned gentlemen.

Hereafter, salesmen will please not fill out their deliveries a day in advance, but will fill them out for the day and time required, allowing two hours' leeway in transit from department to shop.

Owing to the confusion brought about by some salesmen marking on the tickets actual time promised and others marking on ticket several days in advance to the time promised, from now on it has been decided to mark on tickets the exact time the customer wants his goods regardless where the destination may be. We will see to it that the garments are put in work in sufficient time in order to take care of the distant deliveries, which sometimes require twenty-four hours in transit.

Remember, however, that all addresses on the south over 8300, on the north over 7500, and on the west over 4800, are off our regular route and require twenty-four hours to be delivered by suburban express, which express is called for at 5:00 p. m. each day, which necessitates the procuring from the customer one and one-half days' time to make delivery in addition to time necessary to make the alteration and check garment through shop.

* *

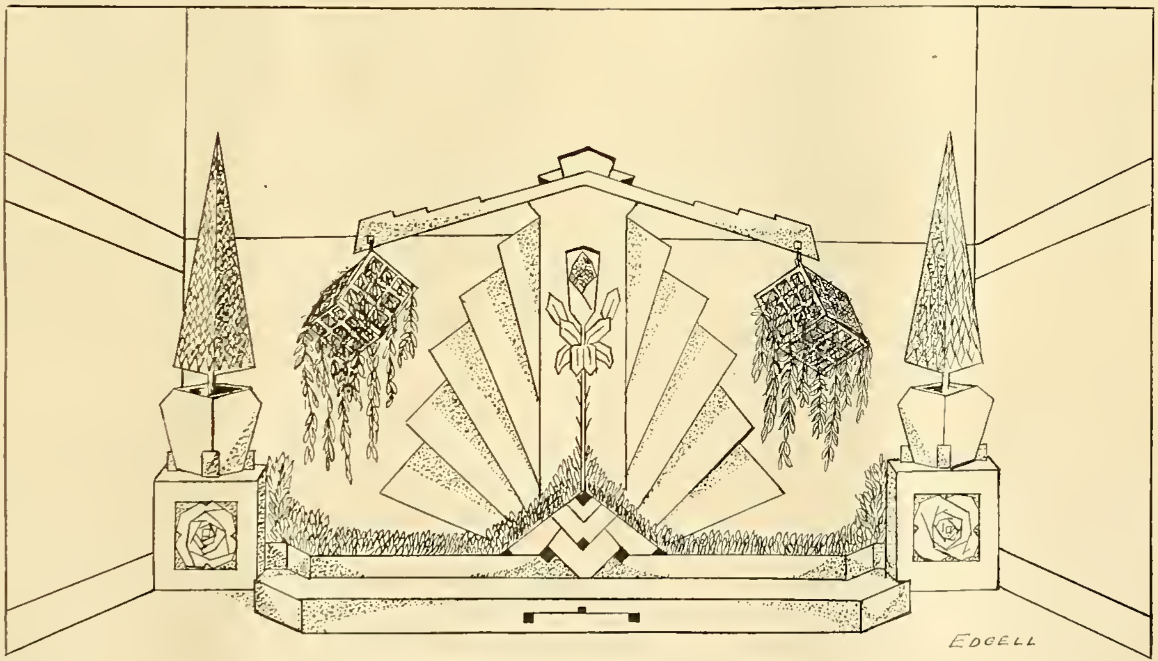
ARE you reading the articles by Harry C. Davis of Men's Wear Display? These are the most important articles that have ever been published on that important subject. They will be continued for at least another year and you cannot afford to miss any of them.

"Cubist" Background Design

IN THIS day of keen competition, every merchant and window dresser is on the still hunt for something new. Every big event of any note, is eagerly looked into by all live display managers for new ideas. The new "Cubist" art furnished the keynote of this pretty design. This new art has received a lot of newspaper publicity recently and has attracted a great deal of attention. The decorator who makes use of these new ideas, shows that he is on the job.

The drawing reproduced here is by A. J. Edgell and is not at all difficult. Its construction is very simple—it is also very appropriate at this season of the year in the showing of lingerie dresses and waists or fine wash fabrics. It will not only attract attention to your windows and store but will show off the merchandise to excellent advantage.

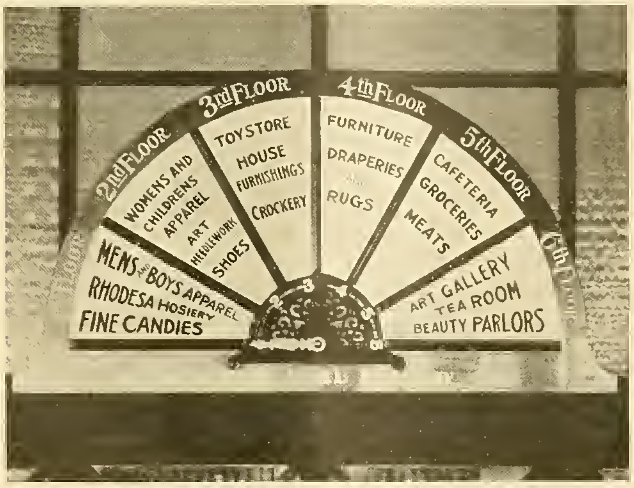
In making this setting, composition board is used throughout as it is light and inexpensive. The main center piece should be painted white and the stencil design in a dark green. The panels on either side should be in light green—the cross piece at the top is made of inch lumber and painted white. The two flower cubes or boxes can be made from half inch strips and filled with any foliage that the trimmer thinks best. The platform in front is also white with the designs in dark green, the square cubes at the ends with the cube flower pot needs no description in making—they should, however, be painted white and the designs of a dark green while the little tree at the top is sawed out of the composition board and alabastined white and small green leaves pasted over. This whole design can be built for very little money and would prove very effective just at this time.



A CUBIST BACKGROUND BY A. J. EDGELL.

Department Dial Directory

THE accompanying illustration shows a department dial directory that is used on the elevators on every floor in the Rhodes Brothers department store in Tacoma, Wash. It was designed and made by Bert Cultus, head window dresser for that establishment and has proved a great success. Most big stores have some sort of a department directory on the elevators but these are not so practical as this invention of Mr. Cultus. The details of this device are so easily understood from the picture that it is unnecessary to go into a detailed description of the indicator. Any practical card writer should be able to make a directory of the kind shown here.



* *

IF YOU are going to build, improve, or re-equip your store this summer, we can help you. We are in touch with dealers in every line of store equipment.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" . . . . . Established 1893
"The Show Window" . . . . Established 1897
"The Window Trimmer and Retail Merchants Advertiser" . Established 1903
"Merchant and Decorator" . . . . Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY
THE MERCHANTS RECORD COMPANY

J. F. NICKERSON - - President
G. H. LAMBERTON - - Sec'y and Mgr.
THOMAS A. BIRD - - Editor

431 So. Dearborn Street, Chicago, Ill.
TELEPHONE HARRISON 3067
EASTERN OFFICE, 1724 Tribune Building, New York City
Telephone 4349 Beekman
WILLIAM H. ROSS, Eastern Manager.

RATES FOR SUBSCRIPTION
IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba - - - $2.00 a Year
All Other Countries - - - - - - - - - $3.00 a Year

W. M. REED, Traveling Representative, Subscription Department
Direct all Letters and Make all Remittances Payable to the Order of
THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of
The National Association of Window Trimmers of America

***In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

***Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

***When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

***Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

June, 1913

CONTENTS.

Factory Fixtures 11
Training Salespeople 13
A Novel Shirt Display 20
Men's Wear Display. H. C. Davis 21
Show Cards by Dick Blick 25
Notes from New York. F. F. Purdy 26
Learning to Make Show Cards 30
Mr. Staulcup Goes to New York 31
Bettering the Service 32
A Cubist Background Design 33
Department Dial Directory 33
Why Some Advertising Don't Pay 34
Fourth of July Displays 34
New Book of Window Designs 35
Window Trimmer's Handbook 35
Our Monthly Prize Contest 35
Don'ts for Employes 36
Short Lengths for the Adman 40
N. A. W. T. of A. 44
The Chicago Convention 44
Twin City Decorators Meet 48
Store Rules 50
For Our Advertisers 52

Why Some Advertising Don't Pay

THERE are still some good stores that continue to advertise: "Our goods are the best; our styles are latest; our prices the most reasonable. Visit our store and look over our latest spring styles. Blank & Co." And they wonder why this advertising don't pull as they think it ought to. It does not pull for the reason that it is not advertising at all. Of course, such an announcement will let people know that there is such a firm as "Blank & Co." in business but the other statements amount to nothing for the reason that they can be made by any other store and therefore constitute no valid reason for the possible customer to visit Blank & Co. in preference to any other store. Advertising must contain real information—it must contain reasons.

A few years ago much energy and perfectly good paint used to be employed in painting on country fences signs such as "Trade at the Emporium" or "Go to Smith's for bargains." These same merchants also believed in printing their "business cards" in hotel registers, "directories," on bulletin boards in railway stations, on mile posts and in innumerable other equally promising places suggested by plausible solicitors. They believed that they were advertising and they are not to be blamed for their mistakes for at that time there was little published information concerning retail advertising, or indeed, concerning any other advertising.

But there is no excuse for the modern merchant advertising in this obsolete manner for there is plenty of reliable guidance to be had on every side. It is true there are no hard and fast rules governing the game, but there are certain general principles that may be applied to retail publicity. The first of these principles is that advertising must be *news*. The merchant who, day after day, publishes a business card under the impression that he is advertising deserves the results he is sure to get from this kind of publicity.

* *

Fourth of July Displays

THE country window dresser visiting any of the great cities on the Fourth of July will get the very natural impression that the national birthday is of little consequence to the metropolitan window dresser so far as special displays go, and in that he is quite right. There are a few stores in Chicago, New York, or other great cities that go very far with Fourth of July window displays. Some of the stores that sell flags may put in a special display, but as a general rule no elaborate settings are attempted. Most stores content themselves with a few small silk flags or something else suggestive of the day. They trim the windows with goods suitable for the Fourth and put in a show card with "Outing Suits for Your Trip on the Fourth," or something similar, and let is go at that.

This, however, should not lead the trimmer from a small town to the belief that he should handle his

Fourth of July displays in the same manner for that does not necessarily follow. The Fourth in the little city and in the big one are two very different matters. In the small place the people come to town on the Fourth and in the big city they leave town. In the big city the Fourth is a holiday on which everyone who possibly can goes on a trip of some sort and the down town district is deserted. But in the little place there is generally some celebration that centers about the business district. And so, conditions being reversed, the country trimmer is generally more justified in making a spread on the Fourth than is the man in the city.

* *

New Book of Window Designs

AN EXCEPTIONALLY clever book, or rather a portfolio, of window designs has just been issued by M. P. Staulcup. It is called "Sketches of Decorative Backgrounds for the Show Window" and consists of a collection of twenty-two large drawings of decorative backgrounds with complete descriptive matter. All of the drawings are original and new and each one of them is handled in a style entirely different from the others. The designs all contain a happy combination of the artistic and the practical and the ideas expressed in them will prove of a good deal of actual value to nearly every decorator. The variety of decorative schemes shown and the high, artistic value of these sketches, combined with their adaptability to the average show window, makes this book of sketches unique.

Mr. Staulcup, the artist and author, is well known to our readers as he has been a frequent contributor of sketches and articles to this journal for several years. The sketches in the portfolio, however, represent much more thought and work than any of his that have heretofore appeared in print. The price of the portfolio is one dollar and it is well worth the price. It may be had by addressing M. P. Staulcup at 35 West 39th Street, Commercial Engineers' Building, New York.

* *

A Window Trimmer's Handbook

A REALLY valuable little book for the store decorator is the "I. C. S. Window Trimmer's Handbook" that has just been issued by the International Textbook Company of Scranton, Pa. The term little as applied to this book refers to the size of the volume rather than to its importance for it really is a remarkably comprehensive treatise on window dressing in all its branches. The Window Trimmer's Handbook is of a size that easily can be carried in the pocket and it has more than three hundred pages with several hundred particularly good illustrations explaining the text matter. The information contained in the book is of a widely varied character and all of it is of an unusually practical nature calculated to be of value alike to the beginner and to the experienced decorator. The value of this small volume lies not alone of the variety of subjects treated of but the clear and concise manner in which the information is given. It is not a theoretical treatise but a practical manual that has been compiled from the combined experience of the leading window dressers of America. The name of the author, G. E. Macfaddin, principal of the School of Window Trimming of the International Correspondence Schools, is a sufficient guarantee as to the practical character of this work. The price of the book is $1.25 and it is certainly well worth the money to every one who is in any way interested in window display.

* *

Department Store Cabaret

BERNHEIMER BROTHERS of Baltimore recently advertised under the head *"Amateur Talent Wanted—Prizes Given,"* as follows: "We are going to have an amateur Cabaret performance in our Dining-Room next Saturday night, May 17, beginning at 6 o'clock, and want amateur talent—boys and girls. None over 15 years old will be permitted to perform. We reserve the right to select twelve of the best applicants as performers and will enroll names of those who desire to participate, until Friday evening, closing time. Applicants will kindly call at our Music Dept., on Second Floor, Fayette Street Building, prepared for a tryout."

* *

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of $5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of $5 the winner is given a handsomely lithographed certificate of award. Awards for 1913 have been made as follows:

AL. HAGEN, St. Louis.
BERT CULTUS, Tacoma, Wash.
W. H. HINKS, Minneapolis, Minn.
J. O. BUCKWALTER, Pittsfield, Mass.
W. L. BLAYNEY, San Francisco.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

DONT'S FOR EMPLOYES.

THE INSTRUCTION BUREAU OF MANDEL BROTHERS' STORE IN CHICAGO GIVES SOME PRACTICAL ADVICE TO ITS SALE FORCE—IT WILL SERVE AS WELL FOR ANY OTHER STORE.

ALMOST every big store nowadays has a school in which employes are instructed in their duties. Expert instructors are employed to demonstrate and explain every detail of scientific salesmanship, from approaching a customer to making out the sales-slip. The big store of Mandel Brothers in Chicago has what is termed an "Instruction Bureau," the function of which is to "break in" beginners and increase the efficiency of more experienced salespeople. The folowing "DON'TS" were recently issued by this department:

Don't fail to be on time in the morning.

Don't delay your stock work; do it now.

Don't lay your sales books on the counter, to be covered up with merchandise.

Don't assemble in groups and gossip; be on the lookout for customers.

Don't talk in a loud voice; the ordinary tone is better and indicates culture and self-control.

Don't wear jewelry during business hours.

Don't fail to rise, if seated, and greet your customers pleasantly.

Don't say, "Lady, are you waited on?"

Don't fail to say, "Madam, have you had attention?" "May I be of service to you?" "Are you receiving attention?" or "May I interest you in this splendid showing of toilet articles?" etc.

Don't forget that saleswomen should wear either white or black waists with collars and long sleeves and black skirts and shoes.

Don't discuss personal or house matters in the presence of customers.

Don't fail to give your customers undivided attention.

Don't address your fellow workers by their given names.

Don't fail to impress your customers with the fact that there are other departments and other goods on sale besides yours.

Don't use terms of endearment when addressing customers.

Don't fail to introduce P. T's. when the opportunity presents itself.

Don't argue with customers or contradict them.

Don't make mistakes; it costs much to correct them and indicates inefficiency.

Don't make promises to customers that you cannot fulfill.

Don't use gum, tobacco or liquor during business hours.

Don't fail to make out your checks correctly in every particular.

Don't fail to give as considerate attention to a small buyer as to a large one.

Don't worry if customers are exacting. Do your best, and overlook their actions.

Don't visit places where you would be ashamed to meet your employer.

Don't be a grouch. Promotions go to the cheerful, intelligent worker.

Don't slight your work; strive to stand alone and complete your task unaided.

Don't borrow money from fellow-employes; it is a bad habit and breaks many a friendship.

Don't damage the furniture or deface the walls.

Don't spend all your money; open a savings account with some good bank.

Don't cry over your mistakes; don't repeat them, either.

Don't worry over lack of advantages; you can make your own opportunities if you will.

Don't blame your employer if your salary does not suit you. He's giving you a chance; dig in and make good. When you are worth more he will give you more.

Don't waste your idle moments; time well spent increases your efficiency.

Don't forget that your time during the day belongs to your employer.

Don't refuse to do what you are told; do it pleasantly.

Don't forget that you represent the firm while you are giving attention to customers.

Don't fail to enter on the Want book all articles called for that are not carried in stock. If there are one hundred calls for the same article in a day, each one must be reported.

Don't ever tell a customer you are out of an article. If you cannot supply a glove size six, try to sell a six and a quarter and under no circumstances let a customer depart until you have called the buyer or his assistant to help you.

Don't direct customers; the floor manager should always do the directing.

Don't loaf in the toilet rooms.

Don't leave your sections unless it is absolutely necessary, and never without permission.

Don't take down displays of merchandise until the closing bell rings. Then see that they are thoroughly covered.

Don't fail to do your dusting and cleaning before 9 a. m.

Don't have night covers in sight after 8 a. m. See that they are carefully folded and put in place provided.

Don't drive nails in the fixtures.

Don't make out checks unless you are competent to do so.

Don't warrant or misrepresent merchandise.

Don't promise special deliveries; consult the floor manager.

Don't lay aside goods, or make out "Will calls" without a deposit of 25 per cent.

Don't send goods C. O. D. for 50c or less without floor manager's O. K. on both check and shipping tag.

Don't take even money of customers and hand out the goods. The checks must be made out, paid in and inspected and then delivered.

Don't fail to make out your sales checks at the time sale is made.

Don't forget the importance of not making errors, as every one is recorded against you.

Don't lose your cash vouchers. They show the disposition of all money passing through your hands.

Don't send your vouchers up in disorder—the auditor reports all such cases.

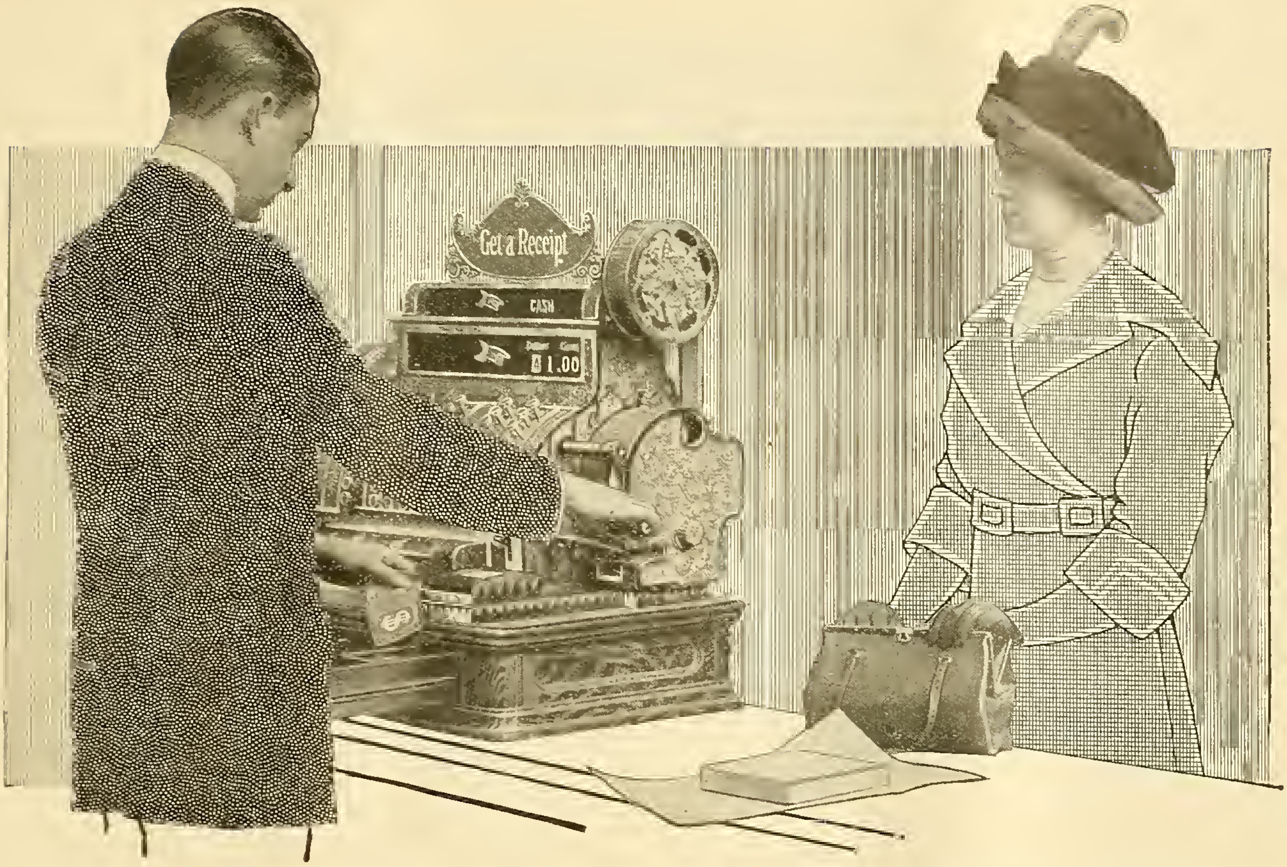
Don't forget to enter claim check number on shipper on all hotel, depot and dock deliveries.

Don't fail to retain your cash voucher when turning in a cash P. T., after same has been stamped by the inspector.

Don't fail to have all customers identified when necessary before taking check out of book.

Don't fail to take all articles brought in from the outside to the "House Will Call" before taking off your wraps.

Don't fail to read frequently the printed matter on the cover of your charge books, also cash and charge shipping tickets.



Unchangeable Records Prevent Mistakes

The National Cash Register enforces correct records because it makes unchangeable records. The clerk will be careful if the records he makes cannot be changed.

Carefulness and accuracy in handling your money will increase your profits.

National Cash Registers have stopped losses and increased the profits of more than a million merchants throughout the world because they *enforce* correct records.

There is a kind and size of National Cash Register for every kind and size of store. Write for information about the size and kind for you.

The National Cash Register Company, Dayton, Ohio

Don't forget the use of the Signal Letters—R. D. S. and R. net—as required.

Don't fail to familiarize yourself with the book of rules.

Don't go about your work in a half hearted manner—good work requires plenty of enthusiasm.

Don't hope for great things until you learn to do the little things well.

Don't forget that those who never do any more than they get paid for—never get paid for any more than they do.

Don't think so much about your rights, think more about your duties.

Don't forget that the shirker is usually paid about what he is worth.

Don't plot another's undoing. Those who do so usually fall into the pit dug for the other fellow.

Don't forget to study the requirements of the job ahead of you and be ready for it and when it is vacant go after it.

Don't leave your section at night until the closing bell rings and all customers have had attention.

Don't fail to enter mailing and insurance charges on each check.

Don't send merchandise on approval without consulting the department managers.

Don't enter prepaid express charges on sales check. Send the money to the Returned Goods Clerk, who will issue a receipt for same.

Don't keep your wraps in the departments. Lockers are provided for all.

Don't forget that honesty must prevail. Honesty toward customers—toward each other and toward the firm.

Don't forget that loyalty is required from every member of the organization.

Don't be lazy—Don't be tricky—Don't deceive and don't make enemies.

Don't forget that a well pleased customer is the best advertisement.

Don't let a customer leave the house until thoroughly satisfied.

Don't let any one go away angry or hurt in feelings.

Don't hesitate to take back returned goods pleasantly and do not irritate the customer with too much red tape or too many questions.

Don't fail to find out early in the morning what goods are advertised.

Don't take overtime at noon without permission.

Don't fail to always come and go by the employes' entrances and exits.

Don't fail to use employes' elevators.

Don't fail to register your time morning, noon and night.

Don't alter or erase cash checks—the cashiers are instructed not to take them.

Don't open "Own Goods Packages." This is the floor manager's duty.

Don't fail to talk pleasantly to customers over the telephone.

Don't take calls for merchandise to be returned. Floor managers will escort customers to call desk.

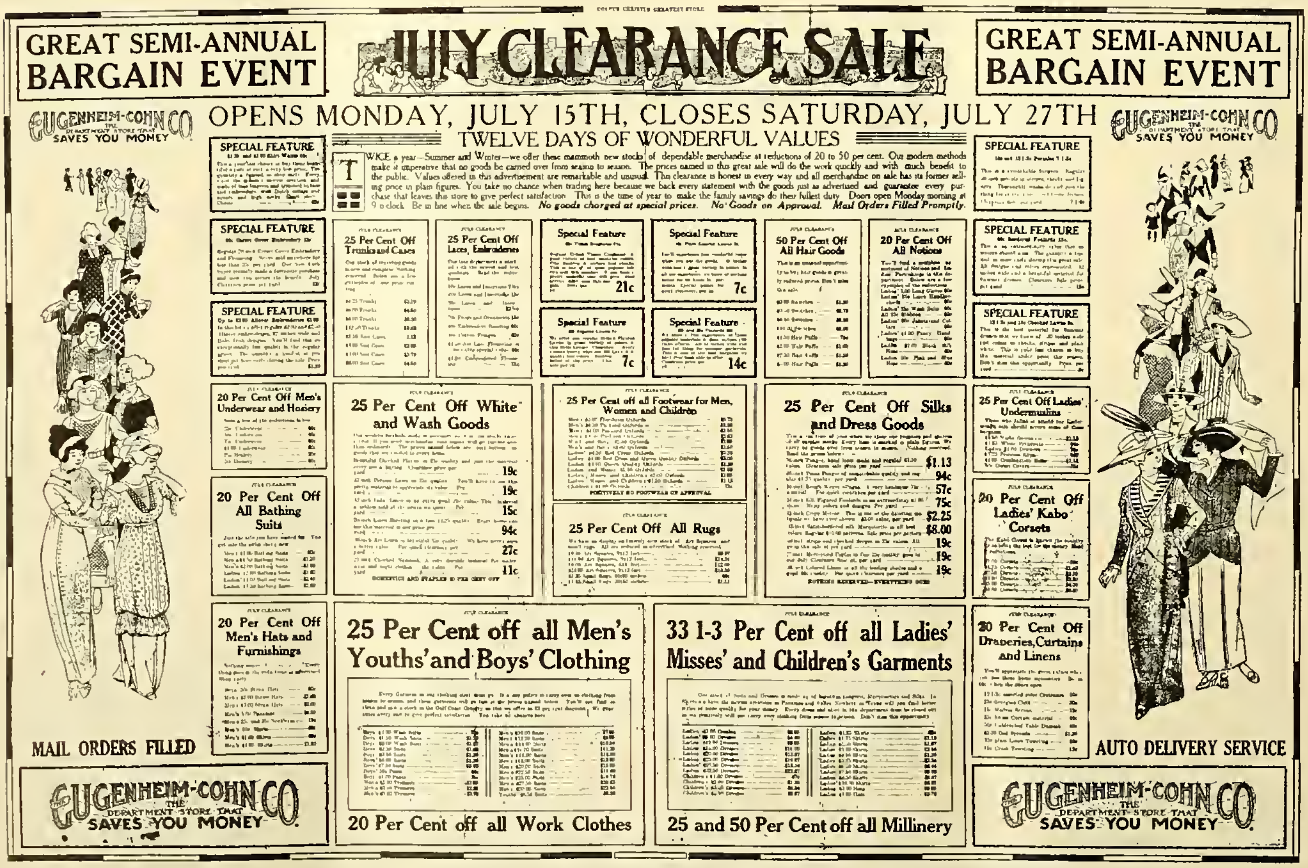
Don't hesitate to make suggestions to the management. A good idea has its value, and if practicable, will be adopted.

Don't fail to be systematic about your work.

Don't take discipline unkindly. It is very necessary.

Don't entertain friends during business hours.

Don't hesitate to co-operate with everybody connected with the organization.



GREAT SEMI-ANNUAL BARGAIN EVENT

JULY CLEARANCE SALE

GREAT SEMI-ANNUAL BARGAIN EVENT

GUGENHEIM-COHN CO. THE DEPARTMENT STORE THAT SAVES YOU MONEY

OPENS MONDAY, JULY 15TH, CLOSES SATURDAY, JULY 27TH

TWELVE DAYS OF WONDERFUL VALUES

TWICE a year—Summer and Winter—we offer these mammoth new stocks of dependable merchandise at reductions of 20 to 50 per cent. Our modern methods make it imperative that no goods be carried over from season to season. The prices named in this great sale will do the work quickly and with much benefit to the public. Values offered in this advertisement are remarkable and unusual. This clearance is honest in every way and all merchandise on sale has its former selling price in plain figures. You take no chance when trading here because we back every statement with the goods just as advertised and guarantee every purchase that leaves this store to give perfect satisfaction. This is the time of year to make the family savings do their fullest duty. Doors open Monday morning at 9 o'clock. Be in line when the sale begins. *No goods charged at special prices. No Goods on Approval. Mail Orders Filled Promptly.*

SPECIAL FEATURE

25 Per Cent Off Trunks and Cases

25 Per Cent Off Laces, Embroideries

Special Feature 21c

Special Feature 7c

50 Per Cent Off All Hair Goods

20 Per Cent Off All Notions

Special Feature 7c

Special Feature 14c

20 Per Cent Off Men's Underwear and Hosiery

25 Per Cent Off White and Wash Goods

25 Per Cent off all Footwear for Men, Women and Children

25 Per Cent Off Silks and Dress Goods

25 Per Cent Off Ladies' Undermuslins

20 Per Cent Off All Bathing Suits

25 Per Cent Off All Rugs

20 Per Cent Off Ladies' Kabo Corsets

20 Per Cent Off Men's Hats and Furnishings

25 Per Cent off all Men's Youths' and Boys' Clothing

33 1-3 Per Cent off all Ladies' Misses' and Children's Garments

20 Per Cent Off Draperies, Curtains and Linens

MAIL ORDERS FILLED

AUTO DELIVERY SERVICE

20 Per Cent off all Work Clothes

25 and 50 Per Cent off all Millinery

GUGENHEIM-COHN CO. THE DEPARTMENT STORE THAT SAVES YOU MONEY

A DOUBLE PAGE CLEARANCE SALE AD BY M. P. CARLOCK.

There is Money in Window Trimming if You are an Expert

The clerk that is now getting $10.00 to $15.00 a week can within a year or so be making $20.00 to $30.00 a week in the capacity of Window Trimmer. This will be increased should he also do the store's advertising.

Why wait five to ten years before you get this increase in wages, when by taking a few weeks' course at the Koester School you will be able to accept a position with the increase of salary at once.

Short Vacation Courses

will bring your work strictly up-to-date

The Koester School Basket Ball Team, Vacation Class 1912

and at the same time give you a delightful and profitable vacation in the greatest Summer Resort City in the country.

The Koester students live only a few blocks from Lincoln Park and can use it for Basket Ball, Base Ball, Rowing, Swimming, Sailing and all other Summer Sports.

There are a great number of Lake Trips, Amusement Parks, Summer Gardens, etc., etc., that can be taken advantage of after school hours.

We have 2, 4 and 8-week courses.

Start Now to Raise Your Salary

by writing in for full particulars to

The Koester School
304-6-8 Jackson Blvd., Chicago, Ill.

SHORT LENGTHS FOR THF AD-MAN

CLEVER ARGUMENTS BY SOME OF THE BEST AD-WRITERS—WITH A FEW CHANGES THEY MAY BE MADE TO APPLY TO ANY BUSINESS. WORK THEM OVER TO SUIT YOURSELF

Dainty Neckwear, Summer Kinds.—Foamy bits of lace and net for the throat that are not only in correct fashion, but also serve the delightful end of making one look as cool and comfortable. These are the latest ideas from France, the low round Collars, the sheer net Chemisettes, the dainty Jabots and Rabats, the narrow and wide Plaitings, the Ruffs of families, the Robespierre Collars, Sailor Collars of lace and lawn and lace, Guimpes, etc.

Women's Black China Silk Dresses Arrive to Make the Summer Cool.—This delicately cool silk of heavy substantial quality, dyed a splendid black, is fashioned into charming dresses. They are all black or have hemstitched collars and cuffs of white Swiss. Many new Paris ideas serve to make them *chic.* $14.50, $16.50 and up to $38. All sizes.

S. & C. Housekeepers' Corsets, Special at $2.00.—They enable the figure to retain its good lines when the better corset is laid aside and are sturdily made to withstand the stooping and reaching which is a part of housework. Of light-weight coutil, with medium bust; reinforced over the abdomen; with graduating clasp.

"Asked For" Underwear.—When women ask for a certain sort of underwear it means they have worn and found it to be good, or that somebody else has found it good and recommended it. Women ask for these. White ribbed lisle vests, sleeveless with short sleeves or with under arm shield. 25c.

Sample Line of Waists.—At less than wholesale prices tomorrow. Chiffon blouses, taffeta coatees, lace cassocks and lingerie waists, in a variety of materials, trimmings and colorings, and in a prolific number of distinctive styles. You cannot have any better assurance of quality, in all its phases, than that afforded by a sample line of blouses, or a sample line of any other kind of merchandise. Samples are the silent sales force of the maker, and the perfection of his samples determines the amount of business he gets. Consider this, plus the fact that these prices are barely one-half of regular prices, and you will then appreciate how fine an opportunity awaits you in this important offering tomorrow.

Pretty Wash Frocks for Girls Little and Big.—Little sister—if she is between four and fourteen—will like the little one-piece frocks of lawn, dimities, ginghams, percales and linens that are suitable for play-time or party occasions, and which range in price from $1.75 to $18.50. For the girl or young woman who needs two figures to designate her age—14, 16 or 18—are innumerable dainty styles. Little regulation frocks for seashore or country wear, simple and cool morning dresses, more elaborate ones for afternoon and informal evening occasions—all these she will find in the cases and on the racks. And they range in price all the way from $3.50 to $30.

Sale of Summer Dresses for Misses and Girls.—An event in which workmanship and style, coupled with low prices, combine to make this a notable offering of good values. There is much to attract in the style and the workmanship of the dresses in this special offering tomorrow. You may examine the least of these garments, with its simple lines and modest role in the chorus of prices, yet find no hint of inferiority in the way it is cut, made and finished, nor room for complaint in so much as a buttonhole.

Clearance of Children's and Misses' Hats.—They have been divided into two lots and marked at prices that mean a busy half day tomorrow. Such prices together with the youthful, jaunty shapes, novel trimmings of ribbons and flowers and velvets combine to make this a splendid opportunity that you cannot expect once the store closes tomorrow at 1 o'clock.

A Happy Summer for Babies.—Keeping them healthy, comfortable and well dressed, is easily possible if one has the right helps. What some of these are one may see from the comprehensive showing we are now having in the Infants' Solins. The trained nurse in charge will be very glad to give any information desired.

Women's Suits, $6.00 *and* $6.50.—Little to pay, considering the excellent "set" of coats, the perfect "hang" of the skirts. They are made of natural linen, of good quality, either plan or with black or white stripes. Others are made of white rep. The models are the simply tailored, trim ones so desirable for practical wear and easy laundering.

Our Children's Shoe Store.—Service, the point that counts most of all in the Children's Shoe Store; fitting tender, growing feet with the correct shoes, whether inexpensive ones or the finest to be had. We have salespeople in the Children's Shoe Store who sell nothing but children's shoes the year 'round. They can be depended upon to serve the little folks with every assurance of competency—the right shape for every little foot. Suggestions from our new summer lines:

Low Heeled Pumps for Women.—Many women want pumps with heels just a trifle lower than those usually to be found. Yet almost all manufacturers have left these women out of their consideration. Not so the Wanamaker Shoe Store. We have had made a smart-looking pump with a heel that is a fraction of an inch lower than in most pumps—a defference barely noitceable to the eye, but very welcome to the foot that requires it. In patent leather, tan and dull black calfskin, $5.

When the Small Boy Graduates From Petticoats.—He needs a smart little white or colored suit, either with bloomers or the newer and comfortable beach trousers. Some pretty, very boyish-looking white, tan and blue linene suits of both styles have just arrived. Several have hand-scalloping, others have a sailor collar and tie of contrasting color. Brading and French knots are seen on others.

Men's Soft Shirts at $1.00 *That Are Fully Half a Dollar Better Than Their Price.*—And we don't care what $1.50 shirts you compare them with. Soft but strong mercerized shirtings in plain white, light blue, champagne and gray or with self-stripes. Cut generously full. Carefully made. Coat style with turned-back cuffs. Also starched cuff negligee shirts of striped madras and percale at $1, that are quite as good. Sizes 14 to 17. Unless we sell them all to-day, there will be silk shirts here tomorrow at $3.50, such as never sold at that price before. All-silk, in handsome stripes, self and colored. Our lowest previous price was $5.

Boys' Clothes at Big Reductions From Former Prices.—Point to remember about Saks' clothes for Boys is, that whilst our prices are the same or lower than other prices, the workmanship and style are far superior. This is our standard claim on your consideration, but we supplement it tomorrow with an offering of boys' suits that have been reduced considerably from regular prices in order to effect quick selling.

Soft Shirts at $2 *That Any Man Can Tell Are Worth More.*—He may not know that they are worth exactly $3 and $4 (which they are). But he can tell at a glance that fine silk-mixed shirtings like these, made up like a custom-made shirt, are not to be had for $2 anywhere—which carries its own inference to the man who is wise.

Footwear of the Daintier Sort.—Thin Midsummer frocks call for shoes of soft leather, with light turned soles and graceful heels. Four members of the $3.90 shoe family are hurrying out to meet this demand as fast as we can get them in. A light white canvas tie, another of soft brown kid, a third of smart dull calf and the last of patent leather with dull calf back. They excel in trimness of fit. $3.90 a pair.

Dainty Summer Ribbons.—25c and 45c yard—are the kind girls and women are asking us for to use on their frocks and for hair bows. They are of lustrous taffetas, with satin stripes, and the hair bow width is 4⅞ inches wide and costs 25c yard, while that for sashes, girdles and other needs is 7 inches wide and costs 45c a yard. Colorings light and charming .

When Dainty Parasols Are $1.50 *to* $5, it behooves the well-gromed and well-equipped woman to get several to match her various summer costumes. These being odds and

Another Story of a Profitable Vacation

is forcibly told in the accompanying letter. Carefully study this page as it may offer a practical solution for spending your vacation to the best advantage,

VACATION, POST-GRADUATE AND REGULAR CLASSES IN ADVERTISING, SHOW CARD WRITING, DISPLAY MANAGING, WINDOW TRIMMING, SALESMANSHIP, FORM EVERY MONDAY

The decorative ideas on this page were all arranged by Mr. A. J. Edgell, Display Manager for the Donovan Co., Lancaster, Pa. This is one of the most progressive stores in the state of Pennsylvania.

Lancaster, Pa., May 1, 1913.

Economist Training School,
231 W. 39th St., New York City.

Gentlemen: I wish to thank you for the benefits I am deriving from the instruction I received at your school. I had heard so much of the excellent work done by graduates of your Display Managing, Advertising, Cardwriting Courses, that I determined to bring myself "up to the minute" by a **Post-Graduate Course in Display Managing.**

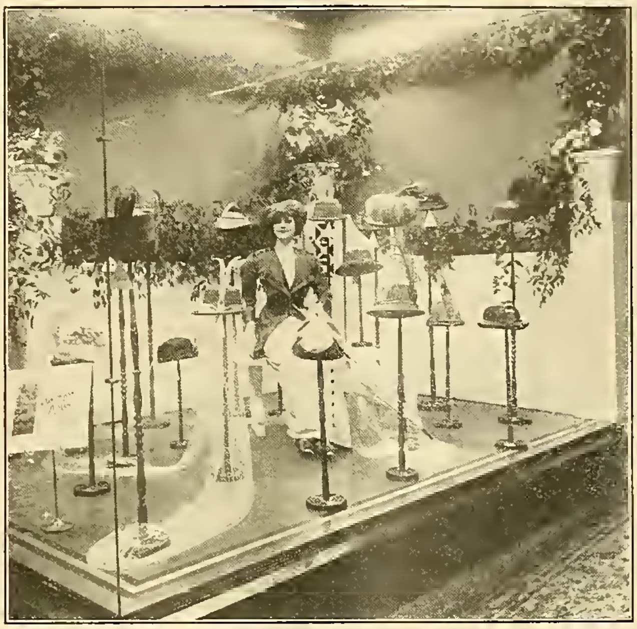
I was certainly pleased with the new things I learned even in my short stay and my only regret was that I could not take a full course. Every detail **was covered in such a** clear and concise manner that now, after several months, they are just as clear in my mind as when given me in your lectures and demonstrations. Your "Learn to Do by Doin'" policy is just the thing for window work for by **doing** under the guidance of the instructor the student masters the different drapes, units and set-ups in a way he never could by demonstrations alone.

The best indication of the thoroughness of your course was the spirit of enthusiasm shown by the students. Each seemed to feel that he was receiving full returns for his investment. The instructors are men who know how, and are particularly adapted to teach the right ways to get results, because of their years of actual experience.

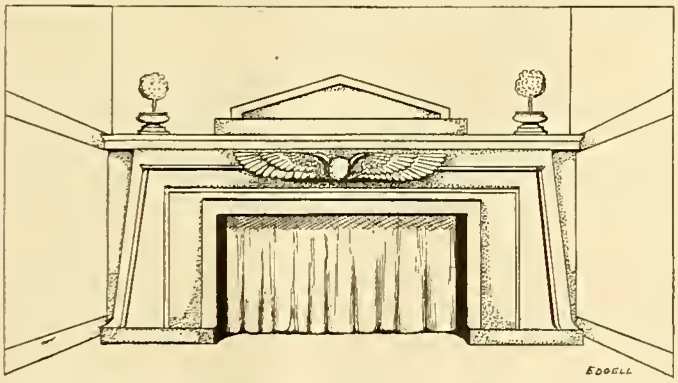
Your post-graduate course is GREAT. There are a few Display Managers, no matter what their present ability or years of experience, who could not greatly improve their ability by spending several weeks under the instruction of your specialists.

You could truthfully label your courses, "Satisfaction Guaranteed."

Yours truly,
(Signed) A. J. EDGELL,
Display Manager.
The Donovan Company,
Lancaster, Pa.



This spring opening window shows the master touch of Mr. Edgell in the placing of merchandise, posing of figure and the arrangement of the background. Attention is also called to the show card, which is also a product of Mr. Edgell's hand.



Background designing is given very careful consideration at the school. This clever Egyptian design was drawn and originated by Mr. Edgell after completing his course of training with the instruction department of the **Dry Goods Economist.**

Vacation Courses

We offer an unusual opportunity to ambitious men to combine business with pleasure in our specially arranged Vacation courses. Through the Instruction Department of Dry Goods Economist, we are able to give you the practical training, and serve you, as we are serving many others in more securely holding and improving your present position.

Arrangements should be made at once for enrollments in the various vacation courses, as our personal instruction methods allow only a limited number of students in each class. A deposit of $5.00 assures you of an entrance to any class work desired.

Classes form every Monday during June. We will gladly mail you further particulars on request.

Our vacation and regular courses are so arranged as to permit a liberal amount of sight seeing, without conflicting with the class periods.

Schedule for June

WEEK OF JUNE 2D TO JUNE 7TH.

Regular daily instruction work by C. J. Nowak, G. A. Smith and A. E. Hurst. (Advertising, Guy Hubbart), (Salesmanship, James W. Fisk).

June 2nd—Men's Wear (Classes in charge of G. A. Smith).
June 3rd—Lecture, Show Card Dont's and Short Cuts with demonstrations by C. J. Nowak.
June 4th—Combining Advertising with Show Card Writing, by A. E. Hurst.
June 5th—Wax Figure Re-Touching, by G. A. Smith.
June 6th—Lecture, Fabric Colors and Color Harmony, by Eugene Pierce.

WEEK OF JUNE 9TH TO JUNE 14TH.

Regular daily instruction work by C. J. Nowak, C. A. Smith and A. E. Hurst. (Advertising, Guy Hubbart), (Salesmanship, James W. Fisk).

June 9th—Men's Wear (Classes in charge of G. A. Smith).
June 10th—Border Desigining, Stencil Work with Air Brush Demonstration by C. J. Nowak.
June 12th—Good and Bad Examples of Show Card Writing, by A. E. Hurst.
June 13th—Lecture, Retail Mail Order Department, by Arthur Hallam.

WEEK OF JUNE 16TH TO JUNE 21ST.

Regular daily instruction work by C. J. Nowak, G. A. Smith and A. E. Hurst. (Advertising, Guy Hubbart), (Salesmanship, James W. Fisk).

June 16th—Cotton Goods Draping (Classes in charge of C. J. Nowak).
June 17th—Helps and Hints on Show Card Writing, with demonstration, by C. J. Nowak.
June 19th—Lecture, Scenic Backgrounds, by J. J. Flaherty.
June 20th—Lecture, How to Buy Store Fixtures, by D. G. Bugg.

WEEK OF JUNE 23RD TO JUNE 27TH.

Regular daily instruction work by C. J. Nowak, G. A. Smith and A. E. Hurst. (Advertising, Guy Hubbart), (Salesmanship, James W. Fisk).

June 23rd—Silk Draping (Classes in charge of C. J. Nowak).
June 23rd—Lecture, Show Window Background Designing, by G. A. Smith.
June 24th—Relief Bulb in Combination with Air Brush Work, by C. J. Nowak.
June 25th—Lecture, Men's Wear, and Store Front Construction, by A. E. Hurst.
June 26th—Lecture, Relation of Employee and Proprietor, by A. C. Pearson.
June 27th—Lecture, Efficiency of the Display Manager, by B. M. Arrick.

Write for Special Combination Offer including Retail Salesmanship.

ECONOMIST TRAINING SCHOOL

The Instruction Department of the Dry Goods Economist
231-43 W. 39th ST. - - NEW YORK CITY

Write for Special Combination Offer including Retail Salesmanship.

ends and samples from manufacturers are all in this season's good styles—such styles and qualities as usually cost $2 to $10, so you see the savings are considerable. Taffetas in many colors, plain and fancy silks, polka dots, bordered effects and lace-trimmed parasols are all in the assortment.

White Trimmed Hats, $5.00. *Regular* $8.00 *and* $10.00 *Values.*—More of these lovely White Hats for to-day—Hats that would have been marked at $8.00 and $10.00 earlier, and many that would not be over-priced at $12.00—really wonderful value at $5.00. White French Chip Hats, faced with black velvet, trimmed in various ways, with ostrich feather bands, ostrich tips, Marabou fancies, beautiful flowers, silks or ribbons. Among them are graceful large shapes for commencements or lawn fetes. The most attractive hats ever offered at the price—$5.00.

Women's $15.00 *White English Top Coats* $10.75.—Conceded to be the smartest Coats of the season for wear at a fashionable summer resort, on the street, while driving, traveling or motoring. They are made in three-quarter lengths, with a box back and front; unlined; all edges bound with white silk braid, harmonizing with the polo cloth from which they are made; also white serge coats with plain stitched edges—$10.75. Others, of fancy mixed cloths and of double-tone white polo cloth, the reverse side in blue, leather or pink—$15.00 to $22.50.

Little Daughter's "Best Dress."—New things for wee girls to wear to parties—and for other mildly "dress-up" occasions—are coming in by the dozens now. The latest, for girls from 2 to 6 years old, are so beautifully made, trimmed with such exquisite embroidery and dainty laces, that we are quite safe in saying that this is the only store in the city where mothers can find so large a size as 6-year-old in these styles at *anything like these prices.* All white, with pink or blue ribbon run through the waistline beading in some cases—all have short-sleeves and the deep French waist. Some are of dotted Swiss, and all show remarkably lovely embroidery. A dozen styles in all. Prices from $1.25 to $3.75.

Dress Goods, Remnants, Half Price.—Piece-ends of this season's best selling dress fabrics, in skirt, dress and suit lengths, to sell at exactly half price. Thin, light and medium-weight fabrics, some suitable for early autumn wear, in black and a wide variety of plain colors and smart color-combination—worth from 50c to $2.00 a yard, sold in Remnants at the rate of 25c to $1.00 a yard—*just half price.*

Men's Shirts That Magnify the Power of $1.00.—And everlastingly shake the dictum that a dollar has lost its importance. Here are two summer shirts that make friends on sight and keep friends with every man that wears one. For all-around wear there is a mercerized cotton, plain negligee, with soft turned-back cuffs. In white, cream, gray and blue. For the man who wants a white shirt that has no starch to wilt out, there is a pleated negligee, with soft cuffs. This pleated shirt also comes in the same colors as the shirts above.

Here are Some More New White Waists You Have Not Seen—Of course, each day's selling makes heavy inroads into this charming, snowy stock; but you would never think so on viewing the display next morning, so quickly are the new styles arriving! One brand new group in finely tucked lawn with lace-trimmed high collar and long sleeves, and a kind of square yoke in Venise pattern—most certainly the finest and prettiest waists we have ever offered at $1.

Changeable Chiffon Taffeta, 36 inches wide; $1.25 and $1.50 values, 65c—A really wonderful value! A great purchase of regular $1.25 and $1.50 Changeable Chiffon Taffetas, fresh from the manufacturer, at less than half value—a splendid collection, all perfect goods, all marked at one price, 65c a yard. We have sold thousands of yards of these beautiful Silks at $1.25 and $1.50, and you'll need no urging to come today, when they can be bought at 65c. More than thirty of the season's best color-combinations, a representative line of colors on each of TWO SPECIAL AISLE TABLES. *Come early.* This rich yard-wide Silk has never before been offered at this or any other store at so low a price—65c a yard.

Suit News for Every Woman—For the woman who wants a change in winter Suits at little cost; for the one who has waited until now to economize on a smart novelty; for the many who take advantage of January prices to provide Suits in conservative styles for next year's use; and for that very large and increasing class whose chief pleasure lies in disporting the new things first. News for every woman—good, live news, pulsing with value, with sound common sense, and the most satisfying lot of merchandise back of it.

Loveliness in Cotton Dress Goods; Beautiful New Styles for 1913—A beauty heretofore unattained marks these Dress Cottons for 1913. The imported Dress Cottons are particularly fascinating and varied, sheer weaves contrasting with rough ones, soft evening shades with attractive street colors, plain colors with bordered and embroidered effects. Foremost in the collection are: Woven Crepe, Embroidered Swiss and Batiste, Embroidered Voile, Crepe and Ratine, plain Voile, Madras, Crepe and Ratine, and Gingham and Madras. Prices range from 50c for Striped Etamine to $8.00 a yard for Embroidered-border Ratine.

Coats in the Sale—All at sharp, decisive reductions, the least of which is too great for any thrifty woman, needing a Coat, to miss. Added to the actual dollars saved, are the smart style and long service that for years have been associated with our garments. See these today.

Remnants of Fine Boadcloths Have Remnant Prices—With a Dress Goods Store that keeps its people and their scissors and pencils so busy cutting fabrics and sending out orders, there is sure to come an accumulation of odd lengths and short pieces that are remainders from whole pieces. Here are the pieces—and they are many and varied, for we have sold much broadcloth this year and there are many odd lengths. You will find lengths practical for whole dresses, two-piece suits, opera capes and wraps, children's coats and dresses. They are in light and dark colorings and are sold by the piece only—but in this manner.

New Spring Styles in Millinery, $5.00, $6.00 and $8.00—Tagal, Milan, peanut braid, terry cloth and imitation hair, with flowers in the fashionable bouquet effects, fancy feathers, ostrich and ribbons, in lovely, soft arrangements for those who prefer them, or in the fashionable straight-standing style. Included are numbers of the new elongated turban, with the high-standing front ornament, many of the new soft-crown effects and fashionable swathing and coiling of tulle. All these are ready now, for prospective travelers in sunny climes, and for the woman who wants the new things first—$5.00, $6.00 and $8.00.

Some Fine Skirts—Women's—for $5—The economical woman who simply must have an extra skirt should see them. For the fine serges and diagonals—usually in black and navy—were double the price when sizes were full, and they all have the new fashion features. In one it is the quantities of buttons with bound buttonholes; in another the slashed effect below the knee; in another the braid binding, and so on.

Distinctive Millinery.—Very latest styles created by our own artistic milliners—every hat different. $5, $6, $8 and $10. Imagine, please, gracefully shaped white chip hats with big, lovely bows of misty white malines—some with a flower carelessly dropped at the brim. How charmingly such aht would blend with white dress or white coat or pretty pink costume.

Tailored Linen Waists Never Lose Popularity—Little chance, when they are such splendid values as these—sturdy white linen, stiff collar and cuffs, with beautiful hand-embroidery down the front—many different designs. The sort that has sold at $2.25 and $3.50, but these cost $1.50 and $1.65. Plain tailored waists of white linene—also just in—are $1.

New Waists in the Popular Voile—A little shipment that women in search of novel and dainty things will want to see, for the styles are new, and prices are as little as $2.75 to $8, though the waists are trimmed with hand as well as machine embroidery, and with Valenciennes, Irish and Cluny laces, real and imitation. An unusually good-looking model is in delicate crepe voile, trimmed with real Irish and Cluny, and showing the becoming long-shoulder effect. It is $8.

Sheer Net and Lace Guimpes, 50c—These new goods will appeal to women particularly because of the quite high and carefully boned collars and the little elastics at the bottom to hold them smooth and tight. In plain sheer net and several styles of shadow lace. And what with chemisette-needing blouses and frocks a woman needs several!

3500 Clothiers Write Their Appreciation of "How to Merchandise the New Way"

LESS than six months ago we published a simple announcement of our new book, "How to Merchandise the New Way," and invited merchants who are interested in more efficient and economical selling methods to send for complimentary copies.

In all, nearly Ten Thousand copies have been distributed, and we have received some Thirty-five Hundred letters from merchants, voicing their commendation of the New Way Book, and the New Way Methods and Equipment. These following quotations are typical, and interesting:

We acknowledge the receipt of your book "How to Merchandise the New Way." We have no suggestions to offer but can say that we endorse the up-to-date methods as expressed in this book.—*Fred'k W. Donnelly Co., Trenton, N. J.*

We have received in good form the beautiful "New Way Merchandising" and thank you for it. We have enjoyed the use of your clothing cabinets and still congratulate ourselves on being wise enough to have selected your models when we were deciding which clothing cases to adopt.—*C. H. Frink, Santa Barbara, Cal.*

We acknowledge receipt of your book "How to Merchandise the New Way," and wish to say that it is fine.—*Brasfield & Porges, Portland, Ore.*

We received the book and desire to thank you for same. It is right along the line that we have been working, and since installing your New Way Fixtures, our business has increased wonderfully, and we attribute this growth to the possibilities in handling our trade with a higher degree of efficiency and dispatch.—*Winter Bros., New Castle, Pa.*

We received your book and think it is a work of a great deal of education to the retailer who wishes to merchandise the "New Way" and the right way.—*The O. R. Clothing Co., Muskogee, Okla.*

Your book is exceptionally forceful and peculiarly effective. It ought to result in a large increase in your business. The text is impressive and convincing; the art work is superior.—*A. J. Meister, Simpson-Crawford Co., New York.*

We find it very interesting and helpful in answering the questions we wanted to know. —*Richey & Co., Dowagiac, Mich.*

The book in itself is an attractive one but the thing that strikes me is the information it contains—many ideas, plans and photos valuable to the most proficient, a help to any interested in merchandising, large or small.—*L. W. Kite, Milwaukee, Wis.*

Have looked it over with much interest and have added it to my text books for future use. Have much enjoyed the section of store fixtures, which I secured from you some time ago.—*Geo. L. Egbert, Tompkinsville, S. I.*

How to
Merchandise
the New Way

At this writing, there remain only about eight hundred copies of "How to Merchandise the New Way" available for distribution. So if you have not read the book we suggest that you send for a copy immediately. Large folio. Forty-eight pages, fully illustrated with store plans, interior views and New Way Equipment—a working treatise of the methods that are being adopted by alert merchants to offset competition by giving better service to the customer. Drop a postal today to Dept. S.

GRAND RAPIDS SHOW CASE COMPANY
The Largest Show Case and Store Equipment Plant in the World
(Licensed under the Smith Patents)
GRAND RAPIDS, MICHIGAN
Show Rooms and Factories: New York, Grand Rapids, Chicago, Boston, Portland

National Association *of* Window Trimmers *of* America

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The Chicago Convention

An Outline of the Program and List of Pages for the Chicago Meeting. Eminent Decorators and Card Writers to Demonstrate in the Various Branches. Big Attendance is assured. The Exposition of Window Trimming and Card Writers will be an important feature.

THE NEXT convention of the N. A. W. T. of A., to be held in Chicago, August 4-5-6-7 will be a bigger and better meeting in every way than the convention of last year. This will seem a rather broad statement to those who attended the last convention, yet it is true, nevertheless.

At the last meeting there were nearly six hundred representative window dressers in attendance. They came from every state in the union and there was a big representation from Canada. Among those in attendance were many of the biggest men in the profession—men whose names are known from coast to coast as leaders in their respective lines. The program was a notably good one from every point of view and the lecturers and demonstrators represented the best authorities on window display, show card writing and other subjects of a similar character. The entertainment features were handled equally well. In fact, the 1912 convention was a tremendous success. So, when we say that the coming convention will be far better and bigger in every way than the last one, it means a good deal.

In the first place, the attendance will be far greater. Letters have been received from leading decortors everywhere stating their intention of being present. Nearly every man who was at the last convention will be back again next August and in addition there will be hundreds of others, who after reading about the last meeting, have resolved that they will not miss the 1913 convention.

The members of the committee have not as yet completed all of their arrangements but they have arranged for enough numbers to assure us that the program will be one of the greatest educational value. At the present time it is impossible to announce all of the demonstrators owing to the fact that all of the details have not as yet been decided upon. The complete program will appear in the July issue. In this number we only announce a few of the attractions, to which many more of importance will be added. The following demonstrations have definitely been arranged for:

J. ELMORE TANNEHILL

Mr. J. E. Tannehill is one of the best known window dressers in America. For many years his work has been among the best on State street. Having had charge of the windows of Carson, Pirie, Scott & Co. for many years, he is thoroughly familiar with every branch of high class display as handled by the high class metropolitan store. But Mr. Tannehill is so well known that it is unnecessary to go into lengthy details as to his qualifications as an authority on display. He has some advanced ideas as to window decoration and display that are of the greatest interest, not only because of Mr. Tannehill's high standing in the profession, but because they differ radically from the generally accepted views on these subjects. Mr. Tannehill will demonstrate and explain to the convention some ideas that will be entirely new to most of his hearers.

ARTHUR W. LINDBLOM

Every ambitious window dresser is seeking for ways and means by which to increase his usefulness and thereby broaden his opportunities for advancement. On this subject there is no one who can speak with more authority than Arthur W. Lindblom of the New England Carpet & Furniture Co. of Minneapolis. Although Mr. Lindblom has an eighth of a mile of show windows which he handles in admirable style, he was not satisfied to handle the displays only. One after another he has assumed additional duties until he is now Building Superintendent and Captain of Sales and is

Palmenberg NEW YORK

Form De Milo

No. 80E
With Oval Top

Very latest expressions of a radically new idea in draping and garment display on papier mache

Made with opening in back and at arms if desired.

Other De Milo Models less extreme than these, if you want them.

Write for Details. All our catalogues for the asking.

No. 80E/D
For Wax Head

J. R. Palmenberg's Sons

30 Kingston Street,
110 Bedford Street.
BOSTON

Established 1852
710 Broadway, New York
Factory: 89 and 91 West 3d Street, New York

No. 10 and 12
Hopkins Place,
BALTIMORE

an important factor in the executive affairs of the store. Mr. Lindblom has some original ideas as to increasing the selling value of window displays and speeding up the sales force through definite cooperative plans. His schemes have been remarkably successful with his own store and the same ideas could be applied to almost any other establishment. Mr. Lindblom will describe and illustrate a number of practical plans whereby the window dresser with initiative and energy can greatly widen his field of opportunity.

WALTER G. SMITH

Walter G. Smith with the Gano-Downs Co. of Denver is one of the most capable handlers of men's wear in America. His methods are simple but his displays represent the acme of window salesmanship, but everyone who is familiar with the latest developments in high class men's wear display knows of Mr. Smith and his work. He will demonstrate to the convention just how his displays are planned and how they are worked out.

ALBERT A. KOESTER

Albert A. Koester is a name that is so well known in window dressing circles both in this country and in Europe that an introduction would be superfluous. Mr. Koester will lecture upon the latest developments of display in Europe as compared with America. Considered in a broad way American window display is the best in the world but it must be conceded that there are some things that they do better abroad. Mr. Koester will handle his subject with the view of showing how we may improve our work by adopting some of the best ideas of the European decorators.

M. E. SMEBY

Martin E. Smeby is a clever and original men's wear manipulator. For many years he had charge of the displays of the store of M. L. Rothschild in St. Paul and for the past few years he has been the chief instructor in the Twin City School of Window Dressing. His work is characterized by originality and unusual selling force and the demonstration of his methods will be of much educational value.

WILL H. BATES

Will H. Bates, instructor of draping in the Koester School, is conceded to be an undisputed authority on this subject. During the past few years he has introduced many strikingly original ideas in the handling of all kinds of dress fabrics, that have proved extremely popular throughout the country. Mr. Bates' system of handling goods is highly artistic and, at the same time, is eminently practical from a selling point of view. He will demonstrate to the convention a number of entirely new and very effective ideas for presenting the new fabrics in the fashion of the coming season.

B. J. MILLWARD

Ben J. Millward, head window dresser for Mannheimer Bros. in St. Paul, is one of the old time window dressers who has always managed to keep a little ahead of the game in the matter of ideas and methods. For years his work has been attracting attention not only through the northwest but all over the country. Mr. Millward will give a "boiled down" demonstration of the methods he employs in arranging units and groups of merchandise. This demonstration will be of the greatest value to all who are interested in the display of high class goods.

G. A. SMITH

One of the most important features of any window display is the background, yet for many the background is an exceedingly difficult subject. G. A. Smith of the Economist School of New York is an acknowledged master of background designing. He contends that this branch of window work is very simple if one knows the rules of the game. These rules are so simple that anyone can understand them after he has once been shown. In his demonstration, he will explain and give practical illustrations of how a background should be planned and how the design should be carried out.

E. D. PIERCE

E. D. Pierce of Sibley, Lindsay & Curr Co., Rochester, N. Y., has designed and installed some of the most notable special displays ever seen in this or any other country He is a genius in working out spectacular effects and is also an exceptionally clever all-round window dresser. Mr. Pierce will give practical illustrations of some of his remarkable holiday displays and will tell in detail how this class of work is done.

E. O. BURDG

E. O. Burdg of the Koester School has a simple and highly efficient scheme for laying out backgrounds and setting them down on paper. This is something that every practical window dresser has to know how to do. Mr. Burdg will demonstrate by means of large blackboard drawings, made before the convention, how to sketch backgrounds for various occasions.

AL. HURST

Al. Hurst of the Economist School of New York is an all round window dresser, show card writer and advertising man who is too well known to require any introduction. Mr. Hurst has some very interesting things to say on the business side of the window dresser and card writer's work. This will be a practical illustrated talk on a subject that is vital to us all, that is, how to make the most of our positions.

G. WALLACE HESS

G. Wallace Hess is without question the best known show card writer in America and has done more than any one man to advance that art to its present high standard. Mr. Hess' demonstration at the last convention was one of the most popular features. For the coming meeting he is making special preparations and promises some entirely new features that will be of utmost interest to every practical card writer. He will deal particularly with pen lettering and will tell some "straight from the shoulder" truths about materials and tools, that will prove a revelation even to old timers in the card writing game.

L. O. BUTCHER

L. O. Butcher is generally credited with being the most expert show card artist in America. At the Chicago convention he will demonstrate in moving pictures showing how the air brush is operated and how the various effects are secured. His movements much enlarged will be projected on a screen in full color. He will tell what colors to use and how to use them to the best advantage. He will also tell how to keep the air brush in order.

OTHER NUMBERS

It is possible that there may be some slight deviation from the foregoing list and other numbers will be added. There will be a number of interesting impromptu by leading decorators. Altogether, the program will be of such a varied character that it will constitute a liberal education in window dressing and show card writing. The eminence of the demonstrators and the practical nature of their subjects will make this program one that no progressive window dresser can afford to miss. Particular attention will be paid to adapting the instruction to the window displays for the coming season, so the decorator who attends will go home with a wealth of practical ideas that he can immediately put to use in his fall windows.

THE EXPOSITION

The exposition of window trimmers' and card writers' store and window equipment held in connection with the last convention was of the greatest value to all who attended the meeting. A similar exposition will be held this year but on an even larger scale. Everything that is used by window men will be exhibited. This includes the latest products of the artificial flower dealers and many other decorative materials. There will be about forty exhibits. It will pay any window dresser to come to Chicago at this time and buy his decorative materials and fixtures for the coming season—enough money will be saved through buying in this way to more than pay the expenses of the trip. Any merchant can afford to send his trimmer to the convention with this in view.

There are many other features that will make it worth while for any decorator to take a trip, of thousands of miles even, in order to attend this great meeting. Entertainment has been provided for the entire four days and there will not be a minute wasted. Never before have such elaborate preparations been made.

FIFTY-THREE PRIZES

The prizes offered by the association for the August meeting are in number and value far beyond those of any former convention. There are fifty-three prizes in all and the classes of the competition have been planned in such a way that anyone may compete under unusually favorable conditions. There are prizes offered for all classes of window and other decorative work and for show cards of various kinds. This classification permits of judging each class separately and that is a great advantage.

LIST OF PRIZES

Class 1—Best and most original window display of any class of merchandise for Holidays or Openings. Originality, execution and effect to be considered.

Class 2—Best window display of Women's Ready to Wear.

Class 3—Best window display of Men's or Boys' Ready to Wear.

Class 4—Best window display of Millinery.

Class 5—Best window display of Men's or Boys' Hats.

Class 6—Best window display of Furnishing Goods.

Class 7—Best window display of Underwear.

Class 8—Best window display of Shoes.

Class 9—Best window display of Notions.

Class 10—Best window display of Hardware.

Class 11—Best window display of Drugs.

Class 12—Best window display of Furniture, Rugs and Draperies.

Class 13—Best window display of any line not mentioned here.

Class 14—Best and handsomest effect with artificial flowers used in a window display.

Class 15—Best counter or ledge display.

Class 16—Best and most effective background. Either photo or drawing may be submitted.

Class 17—Best interior or exterior decoration, including store, hall, home, church or garden.

Class 18—Best float.

Class 19—Best drape used in a window or interior display.

Class 20—Best drawing or water color suggestion for a window trim or background.

The winners of First Prize in each of the above classes receive a Silver Medal and ten (10) points credited on the Grand Prize.

The winners of Second Prize in each of the above classes shall receive a Bronze Medal and five (5) points credited on Grand Prize.

Class 21—Best ten (10) show cards, any size, color, shape, style of lettering or decoration. Variety, color, effect, style and execution to be considered.

First Prize, Silver Loving Cup and twenty (20) points on Grand Prize.

Second Prize, Silver Medal and ten (10) points on Grand Prize.

Class 22—Best ten (10) pen lettered cards—five to be quarter sheet and five to be half sheet size, any color. Any style pen may be used, borders or decorations if used must be done by pen. Style and execution only to be considered.

Lars Smeby

Established 1908
SMEBY BROS
T.C.S.W.D.
TWIN CITY SCHOOL of WINDOW DRESSING
MINNEAPOLIS - MINN

15-17 South Seventh Street

Martin E. Smeby

Turn Your Vacation Into Profit and Pleasure Combined

Learn to Decorate Windows and Write Show Cards

Our Summer Vacation Courses Now Being Formed. Send Us Your Application Early Stating When You Can Attend.

A "Vacation Course" in the Twin City School of Window Dressing and Show Card Writing will make you so indispensable to your employer that you can easily command from 50 to 100 per cent increase in your salary.

Every graduate of our vacation courses are now receiving a larger salary

There are many first class reasons why a prospective student of window dressing should attend the Twin City School of Window Dressing.

In the first place it is a practical, thoroughly up-to-date school. It is NOT a "one idea" school. On the contrary, the student is taught thoroughly every branch that comes within the wide scope of all-around window dressing.

When a student has finished the course, he is qualified to take a position in any store, and he is so thoroughly trained in every branch that he can HOLD the position. He is not only trained to dress the windows of a big department store, but to adapt and modify the big store's methods to meet the needs of the smaller store. In short, he is a competent all-around decorator, capable of doing any kind of work that may be required.

This school teaches every modern method of handling goods. It teaches methods that are ***original with the instructors*** as well as methods used by all of the ***best window dressers in America.***

This School's Success Has Been Made by the Success of Its Students

The Smeby Bros. are men who thoroughly understand their business. They have had years of experience in the best and largest stores in the country, covering all lines of merchandise. They know just what merchants require of a ***modern window dresser***—they understand just the kind of work that is most in demand and for which the ***highest salaries*** are paid—and that is what their school teaches. A course in this school is worth years of experience in a first class city department store.

There is not a better city in America, in which to study window dressing, than the Twin Cities. The climate and surroundings are ideal. There are many magnificent stores in which the windows are models of artistic handling. The best window dressers in the country are employed by the stores of Minneapolis and St. Paul.

Our card writing course is the most practical in existence. The system is the result of years of experience and study, and it covers every branch of the art. Under our instruction anyone can become a proficient card writer in a very short time.

Students who have graduated from the Twin City School are ***placed in high salaried positions.*** They are taken in by the highest class stores as fast as they graduate. Practical merchants are willing to pay them higher salaries then ordinary trimmers receive because their services are worth more.

It makes no difference where you live, it will pay you to take a course in this school. It is the only practical "short cut" to proficiency in window dressing and show card writing and a good salary. The cost of the course is trifling compared with the immediate cash returns when graduated. If you are ambitious to increase your salary, you cannot make a better investment.

Write for catalog and general information

Twin City School of Window Dressing

17 So. 7th St., MINNEAPOLIS

Clothing display and accessories by C. O. Johnston, graduate of the Twin City School, now Window Dresser with Maurice L. Rothschild & Co., Minneapolis

Class 23—Best ten (10) brush lettered cards. Five to be quarter sheet and five half sheet size. Any color or style of lettering may be used; all designs, decorations and lettering to be done by hair brush. Style, execution and color combination to be considered.

Class 24—Best ten (10) black and white cards, none larger than half sheet size, to be done with brush or pen, no color or fancy decoration to be used. Plain border may be used. Style and execution to be considered.

Class 25—Best collection of ten (10) air-brush designs. Any size, shape or color. Execution, color combination and harmony, and design to be considered. Cards may be lettered but lettering will not be considered.

First Prize winners in Classes 22, 23, 24 and 25 shall receive a Silver Medal and ten (10) points on Grand Prize.

Second Prize winners in Classes 22, 23, 24 and 25 shall receive a Bronze Medal and five (5) points on Grand Prize.

Class 26—Best collection of ten (10) window displays. Rule governing in Class 1 to apply in this case.

First Prize, a Silver Loving Cup and twenty (20) points to apply on Grand Prize.

Second Prize, a Silver Medal and ten (10) points to apply on Grand Prize.

Class 27—GRAND PRIZE—A handsome Loving Cup valued at $50 to be awarded to the contestant winning the greatest number of points in the above classes.

The total number of points are—Firsts 280
Seconds 140

Grand total number of points..........420

* *

Twin City Decorators Meet

THE TWIN CITY WINDOW DECORATORS ASSOCIATION of Minneapolis and St. Paul are going ahead as enthusiastically as when they were first organized. They take their organization seriously and are planning big things for the future. In this they have received the endorsement of The Civic and Commerce Association, the Commercial Club and the Retail Dealers Association. The latter recognition as the association is made up of the employers of the members of the Window Decorators Association.

At present a movement is on foot to affiliate with the Advertising Men's Association. Both the window decorators and the advertising men are agreeable to this move as they believe that it will lead to a better understanding of the problems that confront both of them, and this in turn will lead to more intelligent and effective cooperation.

At present the Twin City association is making elaborate preparation for attending the Chicago convention next August. From present indications, the association will attend the meeting practically in a body. Nearly every member has promised to be present at the big annual meeting and the present plans are to charter a special car for the trip. The Twin Cities are to be congratulated upon having so live a body of window decorators, and the boys themselves are to be congratulated upon the broad minded and businesslike way in which they have gotten together. It is to be greatly regretted that there are not more large cities in which such organizations could be formed.

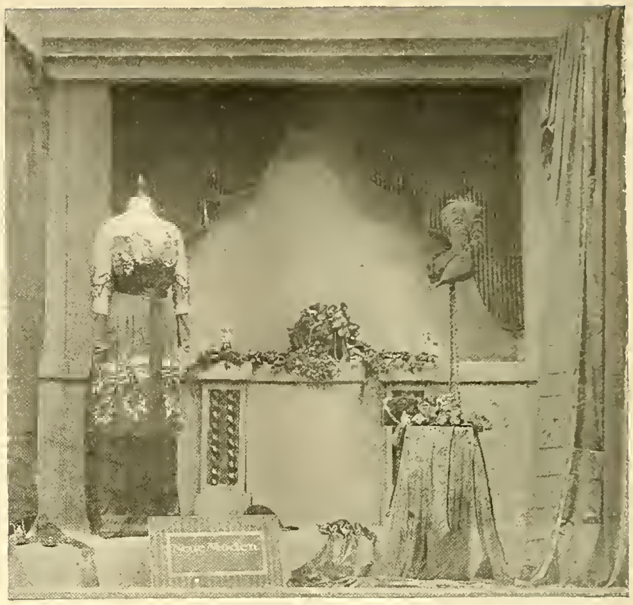


Plate No. 7230. Costume Display by Walter Goring for Leonhard Tietz, Cologne, Germany.

Here is a display that was remarkably artistic but which shows but indifferently in the picture. There are many small details that are entirely lost in the reproduction. The handling of the floral decorations is unique.

* *

THE program that appears in this issue is the best that has ever been arranged since the organization of the N. A. W. T. of A. And the program itself will be even better than it appears in print. Every man whose name appears on the program will be present and there will be many others. No window dresser can afford to miss this meeting.

* *

A Novel Demonstration

GIMBEL BROTHERS of Philadelphia recently introduced an innovation in the way of a demonstration of lingerie and toilet accessories. It was called *"La Parisienne Elegante In Her Boudoir"* and is outlined in the following announcement made in one of the store's regular advertisements:

"In the specially prepared Salons on the second floor we have enclosed a little bit of another world—a world little known even to American women.

"It is the series of boudoirs where the Parisienne elegante makes her toilette—a leisurely, luxurious process where, attended by expert maids, she dresses for the various 'periods' of her social day, where she sleeps or rests—in a wonderful Eastern lounging gown—or is prepared for the street or dinner gown.

"Such charm of lingerie—such wonderful corseting—it is an education to spend an hour here.

"And the care of the baby is an extra feature!

"As this pantomime is acted out by mannequins, as it reveals the *trousseau intime*, only women may come. No tickets needed."

Little Straight Talks About Artificial Flowers

Talk No. 4.—Originality vs. Copying

There is an old proverb to the effect that "imitation is the sincerest flattery." If that is the case we should feel flattered beyond measure for we have for the past ten years been copied in nearly everything we have done. Our designs have been copied—our methods have been copied—our advertising has been copied—our cuts have been copied—even the names that we have coined for some of our products have been imitated as closely as possible.

These are not mere empty statements; they are facts that can be verified by any decorator who will take the trouble to look back through the files of this journal covering the past seven or eight years. Compare our advertising with that of other dealers and you will find that practically every innovation in artificial flowers and similar decoratives has been announced first in our advertisements.

Take for example "Japanese Wistaria." This is a wistaria that was brought out by us in the spring of 1905. It is in no sense similar to the real Japanese wistaria but was given that name by us on account of the Japanese-Russian war that was then in progress. Yet, within a month or two practically every other dealer was offering "Japanese Wistaria," imitating ours as closely as could be done with cheap materials and poor workmanship. Although "Japanese Wistaria" of this kind had never been seen or heard of before, our competitors promptly counterfeited the name and design as soon as we brought it out.

Take another example that you all know about. Some years ago we brought out Schack's EXCELLO. We were the first to make or advertise a product anything like this, but, no sooner had we placed it on the market than half a dozen rank imitations sprung up among our so-called competitors. You have all seen them advertised.

When we got out our "Floral Parade Book" this name was promptly adopted by others. The same is true of our "Hints to Decorators." Would-be competitors are attempting to copy the "Floral Units" that we introduced a year ago. They have copied hundreds of our ideas and will continue to copy them.

But do not think that we are complaining because our ideas are copied. On the contrary, it is very gratifying to us for it is a frank confession on the part of our competitors that we are the leaders in this line, and it is also an admission that they have no original ideas of their own. When we bring out a new flower it is copied by our competitors for the reason that they have found by experience that Schack ideas are always good and can be depended upon to prove popular.

And the fact that our competitors concede our leadership through their persistent imitation is the best possible argument why decorators should come to us for new ideas. We shall keep ahead in the future as we have in the past. We shall continue to bring out new ideas every season and it does not worry us that we are copied for we shall always be one season ahead and this fact is well known to the thousands of progressive decorators who buy from us. Nor is there any danger of our ideas giving out for we have an inexhaustible supply.

Our latest idea is a big display room containing 5,000 square feet of space for showing samples. Here we show you our goods just as they would appear in your windows, with the right lighting effect, merchandise and all. Here you can pick out any combination of flowers you want and try them in front of an appropriate background. You can arrange the flowers yourself or our expert decorator will do it for you and if you don't like one combination you can try another and keep on trying until you find exactly what you want.

Don't you think it would be worth a trip to Chicago to buy your fall decorations under these conditions? You will be able to get just what you want and you will probably be able to save several times the cost of your trip. We have a lot of splendid new ideas for fall and it will certainly pay you to come to our show rooms and look them over. "Seeing is believing." Come and see.

If you haven't seen our big "Floral Parade Book" you had better send for one. We tell all about it on page 51.

The Schack Artificial Flower Co., Inc., 1739-41 Milwaukee Ave., Chicago

STORE RULES

SOME MORE EXTRACTS FROM THE RULE BOOK OF MARSHALL FIELD & COMPANY—VALUABLE SUGGESTIONS THAT MAY BE USED TO ADVANTAGE IN ALMOST ANY STORE REGARDLESS OF SIZE.

THE publication in our September issue of extracts from the remarkable "Rule Book" of Marshall Field & Company resulted in so many requests for more of the same kind of matter that we are printing additional excerpts. The rules that are given here were selected as being more or less out of the ordinary, touching as they do on the policies that have helped to make Marshall Field & Company the greatest establishment of its kind in the world. In the following will be found suggestions that are based upon the soundest principles of merchandising. Many of the ideas given here may be put into practice in any store, no matter whether it be large or small.

COURTESY

All in positions of authority are requested to bring to immediate attention of the manager's office any and all cases in which the thought of courteous treatment to all is being disregarded—through carelessness, ill temper, ignorance of the requirements, or for any other reason.

You will have patience in serving customers, showing goods willingly and pleasantly, without asking too many questions as to price, width, size or color.

See that every customer in every transaction is treated in a manner indicating that that immediate transaction is the chief point of interest in your mind at that time.

We receive visits from many out-of-town people, and the impression which is made upon them by a few moments' interview with our employes remains forever in their minds. If the employes are courteous and polite, the impression is good; if too short—with answers or other than very attentive in actions, the opposite is true. We are very desirous that visitors be allowed to see that we understand how to do business correctly, and this effect can only be had when every employe treats every visitor with careful consideration.

During the summer months floormen will have fans conveniently located, which you may hand to customers as acts of courtesy when circumstances seem to warrant it.

PRICES

A few people seem to have the feeling that merchandise in this store is higher priced than elsewhere; a result of our efforts to do a first-class business, and to do it in the best and most thoroughly correct manner, or of the idea that, in a clean store with good fixtures and carpets, plate glass, etc., goods must be high-priced. Some other people who read the fearfully exaggerated advertisements which are every day appearing, and who do not find the same comparative prices in our advertisements, assume that our prices are not as low.

Our prices are not higher to our knowledge (the reverse being more often true) and we wish you to advise us when you discover that any of our merchandise is, or appears to be, higher in price than it can be obtained for elsewhere. We shall further expect you to emphasize the idea that our prices are the lowest whenever it may seem necessary in your daily transactions.

The false impression is occasionally voiced by customers that we sell the same goods in the basement for less money than in the main sections. You will, of course, correct this when opportunity occurs, If goods are sent from the main sections to the basement and reduced in price, they are either reduced also in the main sections, or taken off sale there.

DISCOUNTS AND SPECIAL PRICES

Identification cards, or purchase tickets, duly authorized, are required in all cases where discount or special price is requested. The business which the buyer represents will be indicated on the card or purchase ticket, and discount or special price will be allowed accordingly. The sales-check, with the special price thereon, must in every instance of this kind be signed by section manager or assistant.

Dressmakers will be given special net prices upon merchandise to be used for manufacturing purposes only.

Merchandise to be used for manufacturing purposes, selected by a customer at the requist of a dressmaker, and delivered to a dressmaker's rooms, either C. O. D. or charged to the dressmaker's account, will be subject to the usual discount or special price. When a salesperson suspects from any cause that the customer is having the goods charged to the dressmaker's account, not for the purpose of manufacture, but in order to secure a lower price, he will report the same at once to the floorman.

When goods are ordered sent to a registered dressmaker, either charge or C. O. D., the person placing the order will not be required to procure an identification card. If the dressmaker, to whom the goods are being sent, is not known to the salesperson, inquiry should be made at the dressmaker's bureau, where an authorized purchase ticket will be issued, thus avoiding the detention of the customer. This does not apply to cash purchases.

Wholesale customers who desire to make purchase at the retail will present tickets, issued by the wholesale house, entitling them to a discount of six per cent. These tickets must be presented to the credit division, where purchase tickets will be issued, properly signed by credit men. Customers who present the original wholesale tickets at the counters, or who have no tickets but claim to be wholesale customers and thus entitled to discount, will be politely referred to the credit division.

When wholesale customers wish to pay cash, the discount will be taken off at the time of sale; if they wish the goods charged the discount will not be taken off.

Manufacturers of shirts, neckwear, shirtwaists, underwear, corsets, lace and supporters, and upholstery, art and fancy goods makers, milliners, and tailors, will be given special net prices on goods purchased for manufacturing purposes only. All goods for other than manufacturing purposes will be sold to manufacturers at regular prices.

Churches, charity schools, and other benevolent institutions are allowed special net prices (not to exceed 10 per cent) upon merchandise purchased for and charged to the institution; but ministers, teachers, nurses or other representatives of such institutions are not entitled to discount upon goods purchased for personal use. Buyers for organizations of this kind will be referred to the ecclesiastical bureau, where they will be assisted in supplying all of their requirements, and where identification will be provided and discount cared for.

Hotels, hospitals, boarding houses, clubs, etc., requiring large quantities of house furnishing goods, such as carpets, linens, upholstery goods, beds and bedding, are given special net prices. Buyers will be referred to the hotel supply bureau.

All employes of the firm are given special net prices, on tickets issued by section managers or assistants. These tickets are for the one day only and should be returned to those who authorize them. They should always be used, as persons authorized to make special prices are not expected to know all the employes of other sections or to take their word that they are entitled to employes' prices. Wholesale and workroom employes reach the retail with cards issued by the wholesale and workroom. The cards from the wholesale are identification to the retail discount clerk (dressmaker's bureau) only, and must be dated and countersigned by him before purchases are made.

You are entitled to special prices only upon merchandise purchased by you, for your own use or for the use of anyone for whose entire support you are responsible. It will be considered a misdemeanor for you to sanction the purchase of merchandise in your name at a special price unless entitled to it on the above basis. You will never discuss in a public way or place the amounts allowed you in the way of special prices.

CORRECTIONS IN ADVERTISEMENTS

It is our intention that every advertisement which we publish shall be absolutely true and correct in every particular. It is further our desire that employes become familiar with the advertisements as rapidly as they appear. In order to draw many critical eyes to our advertisements, and, furthermore, to give double interest to the reading of the same, we hereby offer one dollar to the employe who first calls the attention of the Manager's office to an error (other than typographical) in any of our advertisements. Errors will be considered such:

When there is in any way an exaggeration.
When the price is wrong.
When a word is misspelled.
When the advertisement is grammatically incorrect.
Or when a false statement occurs.

JURY DUTY

Our men are frequently called upon for jury service, and we always see that no employe has any financial loss as a result of complying with such call. Jury duty rarely requires

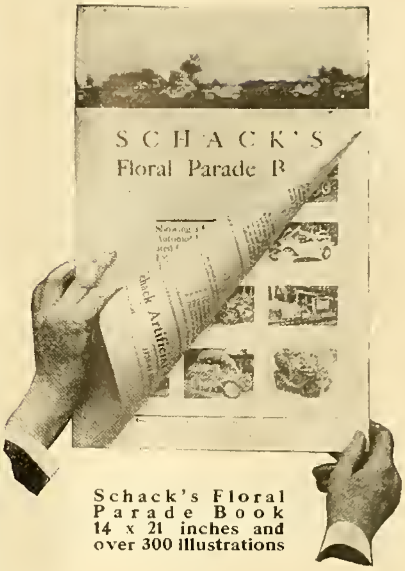
Joseph Schack who has introduced more new ideas into the Artificial Flower business than all other dealers combined.

Buy Originals Not Imitations

When you want new ideas in flowers and decorations for your windows or for any other purpose, come to us. We have plenty of them.

Our goods are always one season ahead of the others and you know what that means in the decorating business.

Our claim on your trade is not made upon price alone, but upon the real values we give you in quality, designs, originality and effectiveness. Schack flowers are the best values you can buy. Every experienced decorator knows this.



Schack's Floral Parade Book 14 x 21 inches and over 300 illustrations

Arrange Now for Your Fourth-of-July Parade

Unless you arrange for some attraction to keep the population of your city at home on the Fourth of July, some neighboring city is sure to provide a public entertainment that will take a lot of money out of your town on the Fourth. Keep your customers at home and bring in a lot of outside trade by holding a Fourth-of-July Floral Parade—get busy on this now!

Send for Our Big Floral Parade Book

It is full of splendid new ideas for promoting parades and doing the decorating for them. It contains more than 300 fine illustrations of decorated autos and floats and the materials with which to decorate them. This book cost us thousands of dollars to produce and it contains hundreds of ideas that can be turned into hard cash by any practical decorator. We will send you "Schack's Floral Parade Book" free.

We Are Leaders in Every Branch of Parade Decoration

If you will write us, we will tell you exactly how to organize and conduct a Floral Parade and how to make it a big success. We will tell you how to arrange for the prizes, how to advertise it and—if you wish it—how to decorate each car or float. We will furnish you free samples of the flowers and other decorative materials to use.

For Parade Decoration, More Schack Flowers Are Used Than All Others Combined

This is Excello, Patented May 9, 1911, No. 992068 the original floral sheeting invented by Jos. Schack. All others are imitations.

Schack products are not "cheap", but they are the most inexpensive that you can buy. Dollar for dollar, our goods will go further and look better than any others.

Schack Artificial Flower Co., (Inc.)

1739-41 Milwaukee Ave.,
CHICAGO

This is the original Japanese Wistaria brought out by us—all other so-called Japanese Wistarias are imitations.

the entire day, and it is expected that you will give the store all spare time during business hours. You will turn your voucher over to the Paymaster, who will pay you the whole amount of jury money, unless your salary for the time amounts to more, in which case you will receive your regular salary.

ABSENCE

When you know in advance that it will be necessary for you to be abesent, you will arrange for same with the section manager or assistant. If unavoidably detained, you will telephone, or in some other way notify the house without delay.

Should you be absent a number of days, either preceding or following a holiday, the same deduction will be made for the holiday as for the other days; should you be absent on both the day preceding and the day following a holiday, the same deduction will be made for the holiday as for the other days; but if you are absent one day only immediately preceding or following a holiday (such leave of absence having been previously arranged with section manager), full pay will be allowed for the holiday only.

Immediately upon returning to the store, you will note carefully the cause and date of absence upon an Absence Blank, which, when properly authorized by the section manager or assistant, will be taken to the superintendent's office. The timekeeper will deduct full time for any absence indicated upon the time clock and unaccounted for by an Absence slip.

C. O. D. "WILL CALLS"

We wish to avoid as much as possible C. O. D. "will calls," and the indefinite holding of checks in the different sections, but when a customer makes a deposit and requests that the goods be held, you will issue a charge shipping ticket only, indicating on the face your own number and the name and address of the customer and noting on the duplicate the merchandise sold, the amount of the sale, amount paid, and amount still due. You will give the ticket and the money to the inspector, retaining the goods in stock. The inspector will send the shipping ticket with the money to the cashier. The cashier will endorse the amount on the duplicate part of the ticket, and return it with receipt, which will be given to the customer. The inspector will hold the shipping ticket.

Any additional part payments on the same purchase are to be endorsed on the duplicate of the same shipping ticket, and another receipt taken from the cashier, in each instance.

When the balance is paid you will issue the check and give it to the inspector with the goods. The inspector will send the money, check, and shipping ticket to the cashier, who will mark both check and shipping ticket "Paid," and return the shipping ticket to the inspector. When the customer pays part and requests the balance sent C. O. D., you will give the money, the C. O. D. face check and shipping ticket to the inspector, who will present you with the cashier's receipt for the customer.

The shipping ticket only is to be used in sending packages.

If part payment is to be refunded, a refund ticket will be issued by floorman or section manager, which ticket may be cashed at the adjusting bureau, first floor .

DIFFERENCE CHECKS AND CREDITS

Whenever a customer wishes to return an article and take another from the same section upon which there is to be a difference paid, the salesperson may issue a check for the amount of the difference. Such check must always have the signatures of both section manager and floorman. These difference checks will be made on all cash transactions, when goods are to be either taken or sent. If sent, the check will accompany purchase, as usual.

Whenever an article is exchanged for one lower in price, a cash credit for the item returned will be issued.

DIRECTION OF CUSTOMERS

You will be very careful in giving directions to customers as to the location of merchandise. Misdirection results in annoyance, not only to the customers themselves, but to Marshall Field & Company. You will never indicate the location of merchandise by a careless inclination of the head or an indefinite motion of the hand. If the desired merchandise is sold elsewhere than in your section and you are not absolutely sure where it is to be found, you will ask a floorman, explaining to him carefully what the customer wishes.

Floormen and others must be sure that they know exactly what customers wish before giving directions. Different varieties of goods are often classed under one name, and while unnecessary questions are always to be avoided, it is often impossible to intelligently direct the customer without first ascertaining just the variety desired.

For Our Advertisers

An interesting Catalogue

Smeby Brothers of the Twin City School of Window Dressing have recently issued a catalogue that is full of practical information for the young man who is contemplating a course in window dressing. This books tells in a straightforward way all about this successful school. The prospective student is told in detail just what the school teaches, how it is taught and by whom.

Lars and Martin E. Smeby handle the instruction in the window dressing department of the Twin City School and both of them are well qualified to teach the various branches of this profession. Both of them are window dressers who have won enviable reputations for high class stores. They have for many years been connected with the best stores and are therefore in position to instruct the student in the best methods of decoration and display. The card writing course of this school embraccs an unusually effective system of training. The many successful students of The Twin City School of Window Dressing testify as to the thoroughness of the training received at that institution. The new catalogue will be sent to any address for the asking. The address is 15-17 South Seventh Street, Minneapolis, Minn.

Carl Netschert Moves

Owing to his growing business, Carl Netschert found it necessary to move his business into more commodious quarters. From the old Wabash avenue address he has moved to a much more desirable location with double the space at 12-22 Michigan avenue. The new place adjoins the Montgomery Ward Tower Building and is just north of Madison street. The new offices of Mr. Netschert are especially pleasant as they overlook Grant Park and the lake.

Mr. Netschert now has ample room for manufacturing purposes and he also has a large and airy display room in which he is exhibiting a splendid line of art flowers and decoratives. The stock represents the best of American and European manufacture and covers a remarkable variety. Mr. Netschert's is one of the oldest artificial flower houses in the country and it has had a steady growth owing to the uniform excellence of his goods and the fairness of his prices. Window dressers or anyone else interested in art flowers are cordially invited to visit Mr. Netschert in his new quarters whenever they may happen to be in the city.

L. Baumann & Co.

The business of L. Baumann & Co. has outgrown all ordinary telephone service and they have found it necessary to install a trunk line service with switchboard, terminals, etc. The new numbers are North 7734 and 7735, also North 3313. This new equipment will enable one to reach all departments of this big business without delay. This firm reports an unusually large summer business and expects the fall trade to be a record breaker.

Payzant Pens

Every card writer is familiar with "Payzant" Single Stroke Free Hand Pen Lettering. In this issue The Card Writers Supply Company, Galesburg, Ill., is featuring this lettering pen. Payzant pens have been a great benefit to hundreds of card writers everywhere. They are as easy to operate as an ordinary writing pen, and wonderful results can be accomplished with little practice. These pens come in six different sizes. With a complete set of these pens and the addition of a few red sable show card brushes the card writer's outfit is near complete.

Koester School Year Book

A book that will interest every live window dresser is the "Koester School Year Book." It contains a great deal of live matter that will appeal alike to the veteran decorator and the youngster who is just starting out. There are some two hundred illustrations in the "Year Book," most of them being from photographs of the best work of some of the thousands of successful window dressers who have received their training in the Koester School. In looking over the many examples of clever window display one is forcibly impressed with the remarkable influence this school has

Show Card Writers Supplies

Transparent Show Card Paper. French Riggers and One Stroke Brushes. Card Board. Dull and Glazed Oil Cloth. Inks and Air Brush Colors.

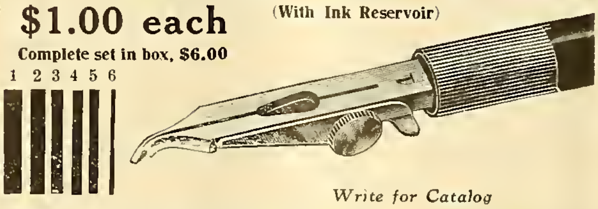
N. GLANTZ, 22 Spring Street, New York

SEND FOR 1913 ILLUSTRATED CATALOG.

"Payzant" Single Stroke, Free Hand Lettering Pens

$1.00 each (With Ink Reservoir)

Complete set in box, $6.00



Write for Catalog

Alphabets and instructions with every order.

The Card Writer's Supply Company
Galesburg - - Illinois

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT

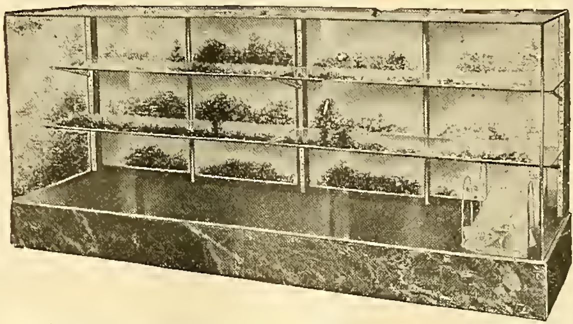
I'll teach you personally—by mail—you'll succeed. Wonderful field—for both men and women. Easy terms. Thousands of merchants need help. Price Cards, Sale Cards, Window Cards, banners, signs etc. are used in enormous quantities. Crawford B. C., writes, **"Earned nearly $200.00 since taking course."** Parrott, Okla., says, **"Earned several times cost of course since enrolling."** Gold lettering on glass and wood, valuable feature of course. You learn everything from the ground up. When your course is completed you should be an expert. Knowledge of sign and show card writing helps you wherever you are. Thousands employ sign writers. Pay is good—work easy and fascinating—hours short.

EARN $18 TO $35 A WEEK

Many of our students now make more than this operating a business of their own. My instruction is unequalled because practical, personal and thorough. 20 years' experience as a sign writer back of the course. Natural talent unnecessary. **Earn while you learn.** Do practice work at reduced prices—help pay for course. Fritzner, Minn., writes, **"Did job recently and got $10.00, profit $7.05.** Just think—did this after only one lesson." We assist graduates to get positions. Write for large, complete catalog, pictures and testimonials of graduates, samples of work, terms, etc. Address me personally.

CHAS. J. STRONG, Founder
(**Dept. 120**) **DETROIT SCHOOL OF LETERING**
DETROIT, MICH.

"Oldest and Largest School of its kind."



When You Get Them Looking

closely at your latest goods, then the sale is more than half made. The way to get them looking is to use the

Silent Salesman
TRADE MARK
REG. U. S. PAT. OFFICE

ALL-GLASS SHOW CASE

Attractive goods shown in an attractive setting is the recipe for increased sales.

Never has there been made a more attractive case than this. Nothing between the customer's eye and your goods but crystal-clear glass. No frame, screws, clamps or angles. No frame could possibly make it stronger.

Put in one or two of these cases and watch them sell goods. We are specialists in display; write us for any information about show cases. Our catalog and booklet "The Value of Display" sent on request.

DETROIT SHOW CASE CO.
Show Case Makers to Progressive Merchants
487 WEST FORT STREET DETROIT, MICH.
Get Our Book on Modern Store Front Construction

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations

Store Management Complete

272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

Turn to Inside Back Cover of This Issue

ADJUSTABLE WINDOW REFLECTOR FOR SHOW WINDOWS

Especially designed for use with The Tungsten Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago

wielded in elevating the standard of window display, not alone in America but throughout the entire world.

In addition to the photographs of displays, there is much other matter that every window dresser will find interesting and instructive. Altogether it is a book that is well worth a careful perusal and all the more so as it will be sent free to anyone who will write for it to the Koester School, 304-6-8 Jackson Boulevard, Chicago.

Cleaning Wax Figures

Thousands of stores throughout the United States and Canada are confronted with the problem of having their wax figures appear like new at all times of the year, unless at a great outlay of money.

The Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa., for the past ten years have been marketing successfully a high class preparation for cleaning and retinting wax figures.

With the complete outfit they furnish they also include a full formula of all materials used in their preparations with mixing directions. These materials are very inexpensive and can be purchased in any drug store. Their book of instructions carefully explains how to clean and retint wax figures true to life, being so plain that they assure any decorator of being able to master this art very rapidly.

With this outfit they guarantee a saving of many dollars annually in this branch for stores using wax figures. Their handsome illustrated catalog is mailed free to those asking for it.

Course in Retail Salesmanship

The Economist Training School has arranged for a course of practical instruction in the "Art of Retail Selling."

This new course is in charge of Mr. James W. Fisk. Mr. Fisk is peculiarly fitted for this important post. His experience and training cover twenty consecutive years in retail merchandising, buying, selling, window trimming and advertising, embracing the following fields of activity.

Merchandise manager for the largest dry goods store in Wisconsin, general manager for stores in Michigan, Wisconsin and Minnesota; retail efficiency expert for Marshall Wells Hardware Co., one of the three largest hardware concerns in the country; instructor of managers for a chain of stores extending half way across the continent; special instructor in business courses for the University of Wisconsin, extension division; instructor in salesmanshp for the Duluth, Minn., Retail Merchants' Association.

This course is designed especially for salesclerks in dry goods and department stores who are ambitious to increase their selling knowledge and general efficiency. It will deal with the essentials of salesmanship and selling as they relate to the development of the salesman's personality and to furthering his grasp of the principles of successfully serving customers.

Instruction in this course will involve such points as: The actual work of selling. How to get the customer's attention. How to talk up the goods. How to close the sale. What customers like and dislike—how to anticipate and overcome objections. What to do after the sale is completed. Making the caller a steady customer. How to get new customers for the store.

These are specific subjects taken at random from two sections of the course to illustrate the practical nature of the points covered in the course in salesmanship. The purpose of the course briefly outlined is designed.

For the clerk—to give him practical instruction and increase his earning power; to give him a better understanding of the fundamentals of business and start him on the road to an executive position; to fit him to occupy a position as instructor of salesmen in a retail store.

For the merchant—to better the service of the store and increase his business and profits.

For the coming merchant—to give him a comprehensive knowledge of the principle of business that ordinarily would take him years to acquire by actual experience.

New Show Card Writing Book

A new show card writing book has recently been placed on the market, which was compiled and edited by A. E. Hurst, business manager of the Economist Training School, and C. J. Nowak, who has charge of the Show Card Writing instruction of the above institution.

This book is handsomely printed on heavy coated stock, with a good cloth binding, and contains over one hundred Illustrations, and over thirty alphabets.

In the book the lessons are arranged in as clear a manner as possible, so as to lead the student in a progressive way from the simpler alphabets to the more difficult ones, and yet only alphabets are considered which are suitable for practical business purposes.

All the lesson plates are reproduced in an enlarged form in the back of the book. By this method they may be torn from the book, enabling the student to practice without a cumbersome book at his elbow.

Aside from the lesson plates and their description, many of the most important subjects associated with show card writing are thoroughly treated, such as Proper Tools and Brushes, Handling of Colors, Shading, Stencil Work, Cutouts, Mounting Cardboard, Color Harmony, Scrolls, Floral Embellishments, Silhouettes, Subject Cards, Tinting Cardboard, Transfer Work, Air Brush Pencil, Bronzes, Splatter Work, Air Brush, Air Brush Designs, Clever Examples of Air Brush Work, Transparencies, Show Card Holders, Mixing Paints and Inks, Lettering on Glass, Muslin, Silk, Oilcloth, Celluloid, etc., Smalt, Flock, Flitter, Show Card Prices, etc.

The book is the most complete, as well as one of the most up-to-date of its kind on the market today. The price of the book is $2.50.

* * *

THE Chicago convention of the N. A. W. T. of A. will be an educational event that no trimmer can afford to miss. Nor can any merchant afford to have his trimmer miss it. Every man who attends will get practical ideas that can be used in his fall windows and which will be worth many times what it costs to attend the meeting. Make your arrangements to meet us in Chicago August 4-7. You will be welcome whether you are a member of the association or not.

* * *

PLANS for the addition to the department store of Boggs & Buhl are being drawn by Architect Charles Bickel of Pittsburgh. The building will be 90 by 120 feet, six stories in height and will cost $250,000. The new store will have a structural steel frame, concrete foundations, fireproofing combination system, composition roofing, etc.

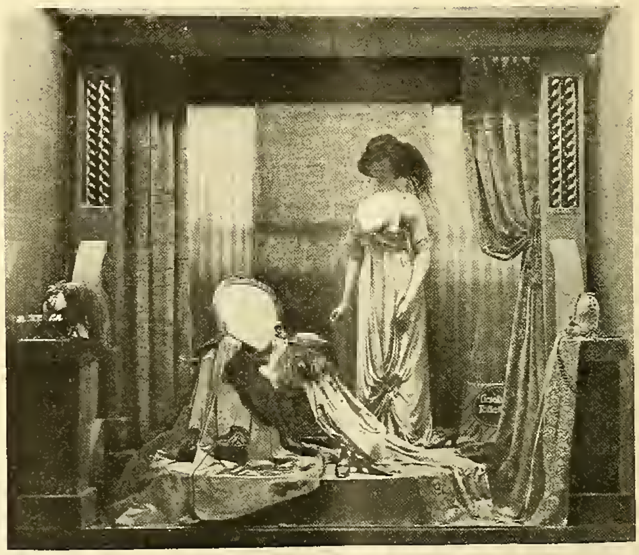


Plate No. 7231. A Small Window Display by Walter Goring for Leonhard Tietz, Cologne, Germany.

This is a typical display of the high class German store. The merchandise is handled in an apparently off-hand manner that is really the last word in artistic arrangement. It is a general custom to use a few pieces of art ware in connection with displays of this sort.

A Good Investment
Means
Big Dividends for YOU

You Have Thousands of dollars worth of merchandise on the shelves and only a small amount pro ratio in your show windows and it is only by the most conservative treatment that you can obtain effects that will stimulate the sales of the many articles you have to offer the public.

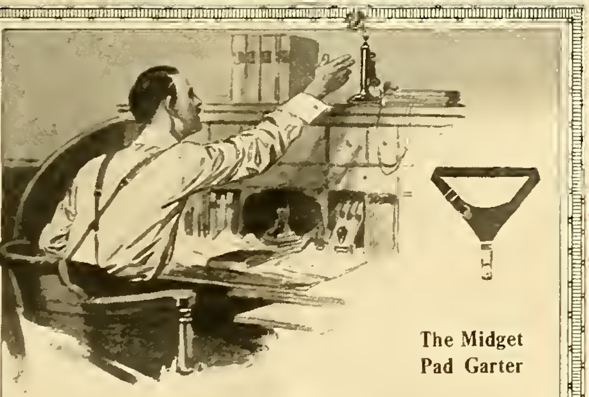
GET RESULTS

We have studied this problem from all angles and can give you the reason why for every stroke of our decorative effects in beautiful backgrounds.

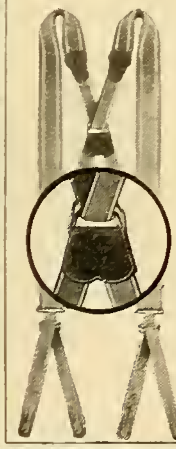
Do not make any changes whatever in your store front or backgrounds before consulting us, and we will be glad to give you any information required.

BODINE & BLACK
DESIGNERS
of Unusually Good Backgrounds for Show Windows

Phone, North 4136
856 N. State Street, CHICAGO, ILLINOIS



The Midget Pad Garter



THE
KADY
SUSPENDER

Becomes a firm favorite with the wearer right away. He'll buy no other kind ever after. The KADY is the ONLY suspender with the correct principle of "give-and-take" in response to movements ot body and shoulders.

THE DOUBLE-CROWN ROLLER
let's the strap slids, not stretch. There's no awkward binding of shoulder muscles, no strain on the webbing or on the trouser buttons.
Patent too strongly protected to be imitated with success. Easiest possible seller. Men of action prefer the KADY for work and sport.
Retails at 50c. and 75c. Prices to dealers, $4.00 and $4.25 a doz.

THE MIDGET PAD GARTER
Retails at 25c. To dealers, $2.00 a doz.

Each pair guaranteed. Extra comfortable. Long wearing. Made in a variety of colors.
Attractive store cards and signs free. Write us.
Ohio Suspender Co. - Mansfield, Ohio
Makers of all kinds of Suspenders, Belts and Garters for Men

Perfect Stroke

They Get The "Glad Hand"

"PERFECT STROKE" Brushes get the "glad hand" because they get results. And the results make you glad all over. It's really a pleasure to feel the easy-gliding, free strokes of this brush—every line so neat and accurate that your work will be pronounced perfect.

75 per cent of my trade consists of old customers who stick to "PERFECT STROKE" Brushes all the time because they deliver the goods.

1913 Catalog Free
—a postal gets it.

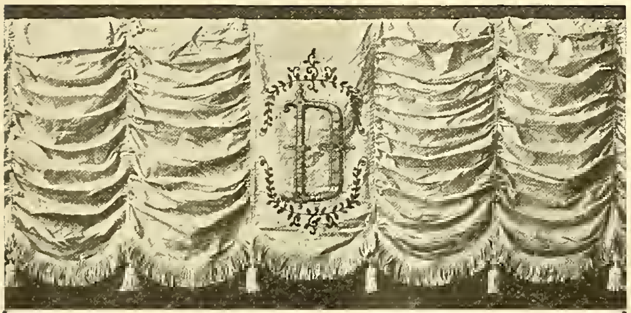
BERT L. DAILY
of Dayton, O.
Dept. E-6.

Garden Furniture Model 5074

Design shown along with numerous others we manufacture of Plaster and Plaster Composition is used extensively for window and interior decoration.

CATALOGUE ON REQUEST

TOGNARELLI & VOIGT COMPANY
1745 North 12th Street Philadelphia



Show Window Shades
and Valances

of our exclusive designs and make are the most artistic and attractive obtainable.

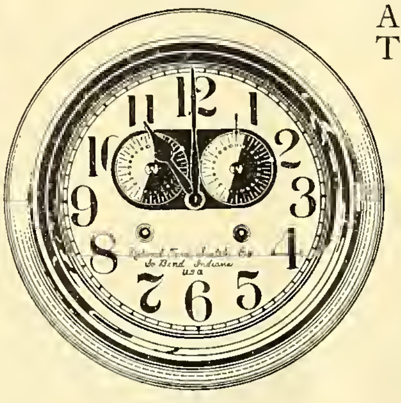
Puffed Linen Shades

and Valances give an individuality and finish to your show windows that will make them far more effective than the windows of your neighbor.

Write today for catalogue showing great variety of styles and prices.

The Art Window Shade Company
Artistic Window Shade Makers
2411 North Halsted St. CHICAGO, ILL.

System in Your Window and Sign Lighting



Style "A"

A National Time Switch will turn your lights "on" and "off" automatically. It is an accurate time piece and a reliable Time Switch combined. It has a large 12-inch time dial, the time piece is a strong eight day pendulum movement. Either alternating or direct current may be used. Cases also finished in any style wood to match your fixtures. It reduces your light bill and will pay for itself in a short time. Testimonials by hundreds of users.

"Ask the man who owns one" Address We guarantee every machine

National Time Switch Co.
SOUTH BEND INDIANA

DISPLAY FIXTURES

LATEST AND BEST DESIGNS OF ALL KINDS OF FIXTURES

The kind you see in windows that attract the crowds. They will sell your goods. When you are in New York a welcome awaits you. Send for a catalogue anyway.

L. A. Feldman Fixture Co.

Factory at
43 East 8th Street

Office and Display Rooms
738 Broadway, NEW YORK

1912
Strong's
CELEBRATED
SUPPLIES

Show Card Writers and Sign Painters This Book is Yours

Strong's

Blue Handle Brand Brushes
Aqua Water Colors
Transparent Colors
Oil and paper colors
Dry powder colors
Air brush Inks
Drawing Inks
Show Card Writer's Cardboard
Show card frames
Compasses, Squares, Triangles, Ruling Pens, Tool Cabinets, Complete Outfits, etc.

Contains 261 Illustrations of Brushes and Supplies.

Tells how to select and care for sign writing, brushes of all kinds,—how to get best results from each style. Strong's blue handled brand of brushes and supplies are unsurpassed. Designed by a practical show card and sign writer of years of experience—a man who knows the sign writer's brush-needs better than any mere brush maker ever could.

Send today for catalog. Have it on hand. We make prompt shipments and guarantee satisfaction. Address

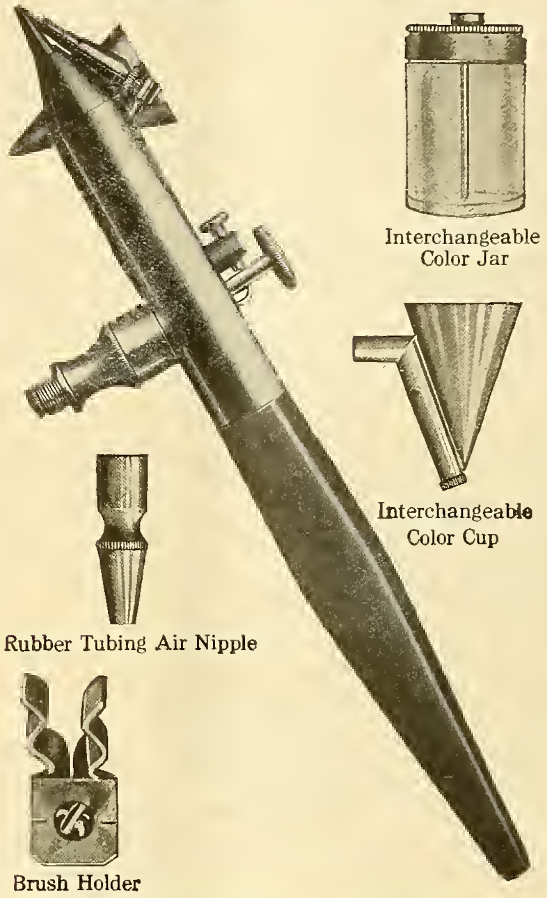
Supply Dept.,
Detroit School of Lettering, Detroit, Mich.

STORE STOOLS | OIL CLOTH RACKS

Store Display Fixtures
BRYAN NOVELTY MFG. CO., Bryan, Ohio

THE WOLD MODEL "N" AIR BRUSH

Actual sizes of brush and parts.



Get a Wold Air Brush Outfit in the first place and save temper and money

Send for illustrated price list.

THE WOLD AIR BRUSH SHOP
716 W. MADISON ST. CHICAGO, ILL.

Please Mention This Publication When Writing.

IMITATION **GRASS RUGS** ALL SIZES

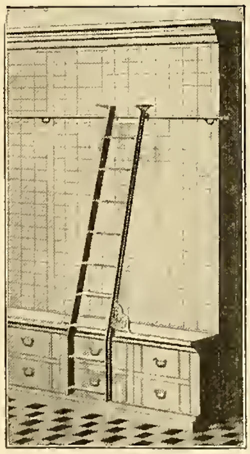
Woven for window and interior decorations

American Rug & Radical Carpet Cleaning Co. 119-123 East 131st Street
NEW YORK

"Window Card Writers' Charts"

A series of elementary lessons for the **beginner** in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in **six colors and bronze**, together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of **$1.50**.

THE MERCHANTS RECORD CO.
315 Dearborn Street, - - CHICAGO



BICYCLE Rolling Ladders

are made in many styles and to fit all kinds of shelving

Send for catalog giving full description and prices

THE BICYCLE STEP LADDER CO.
61 W. Randolph Street, CHICAGO, ILL.

Easy Money

Any practical decorator will find it an easy matter to make extra money during the dull summer months if he will go into parade decorating as a side line. He will find it an easy matter to secure the co-operation of merchants, automobile dealers and others in promoting Flower Parades of autos or floats. Such a parade will prove a fine advertisement and a trade bringer for any city and it will furnish the decorator a lot of easy work that is paid for at a high price.

Get up a parade for your city and we will be glad to help you.

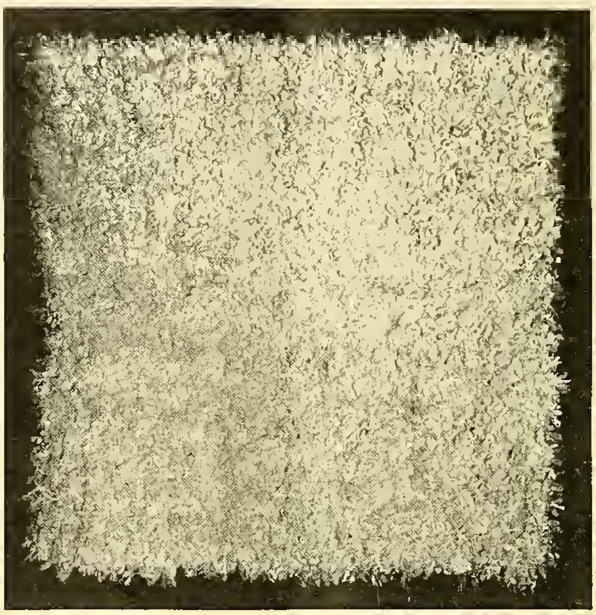
You can also pick up extra money by doing special work for restaurants, hotels, cafes, etc. Write us about this special work and we will give you some excellent pointers.

We Are Headquarters *for* Decorations *for* Flower Parades

We have a splendid line of paper flowers and decorative specialties for trimming automobiles, floats and other vehicles. These are specially made for parade work and will be found to be the best designs, the best colors and the best values in this class of goods on the market.

Our well-known reputation for the best goods at the lowest prices stands behind these inexpensive parade goods the same as it does behind our famous high grade flowers. The Botanical guarantee of satisfaction goes with every thing we sell.

No matter what you want for parade decorating, we can save you money.



**Made in Chrysanthemum, Rose Poinsettia Effects
All Shades**

This is the celebrated Botanical Floral Sheeting, the best ever produced for decorating floats or automobiles. Inexpensive, easy to apply and produces a fine effect. Mounted on heavy tarlatan, any color. Per square yard $0.75

—Note These Special Prices—

All of the following are large and perfect in every respect—fully guaranteed. The stems of flowers are made short which reduces the price and is just as good for parade work.

	Dozen	Gross
American Beauty Rose, large flowers, finely colored, with foliage, any color	$0.40	$4.00
American Beauty Rose, crepe paper, regular size, any color	.40	4.00
Apple Blossoms, in bunches, 5 flowers and 2 leaves to bunch	.65	7.00
Carnations, fine flowers and good foliage, any color	.12½	1.15
Chrysanthemums, regular size, perfect in form and color, any shade, without foliage	.25	2.50
Chrysanthemums, with foliage	.35	3.00
Easter Lilies, regular size, white, with foliage	.35	3.00
Festooning, tissue paper, white, red, green and red, white and blue, comes in rolls of 30 feet, per dozen rolls	1.50	
Fleur-de-Lis, regular size in lavender tints, without foliage	.40	4.00
Horse Plumes, tissue paper, large and effective, any color	1.00	

	Dozen	Gross
Lilacs, large flowers and good foliage	$0.40	$4.00
Orchids, regular size with foliage, any color	.40	4.00
Pampas Plumes, for horses or decorating, best imported, natural color	1.00	
Pampas Plumes, assorted colors, red, green, yellow, white or blue	1.25	
Poinsettias, regular size, any color	.40	4.00
Poppies, regular size, any color	.35	3.00
Roses, short stems, without foliage, regular size, any color, per hundred $2.50		
Snow Balls, regular size flower and foliage, white and yellow, with foliage	.35	3.00
Without foliage	.25	2.50
Water Lilies, perfectly colored flowers and good foliage, white and green	1.35	15.00
Wistaria (Japanese), tinted with three sprays of foliage to each flower, regular size, per hundred $8.50		

ALL FLOWERS WITH LEAVES, STEM 12 TO 18 INCHES LONG, 35c EXTRA BY THE GROSS.

Make out your order from this list, or will send you a sample of any flower

Write For Complete Catalog

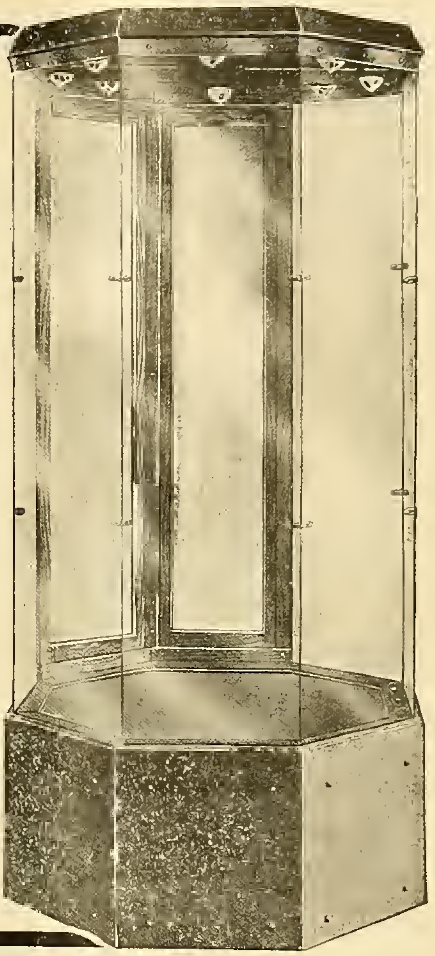
The Botanical Decorating Co., 504 S. Fifth Ave.,
CHICAGO

Outdoor Show Cases

Our make of outdoor display cases are well known for their all-around effectiveness, they display merchandise of any description in a most attractive manner, "right out in front"—meaning increased sales on the spot.

No matter if you have an abundance of show window frontage, you have a place where one or more of these cases will pay for itself in a very short time—if your store has a narrow front, one of our stock or especially designed-to-order cases should be an **absolute necessity.**

The illustration herewith shows but one of our many styles and sizes. We can furnish anything either stock or special in outdoor and interior show cases. Better write us while the subject is on your mind.



We Also Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, etc.

WRITE FOR CATALOGUES AND PRICES

Hugh Lyons and Co., Lansing, Mich.

New York Salesroom, 686 Broadway   Chicago Salesroom, 313 Jackson Blvd.

Business Promotion Through Trade Press Efficiency

is to be the keynote of the most notable gathering of technical, class and trade journal editors and publishers ever held in America. No live manufacturer, sales manager, advertising man, trade paper editor or publisher can afford to overlook the

Eighth Annual Convention of the Federation of Trade Press Associations in the United States at the Hotel Astor, New York, Sept. 18, 19, 20, 1913

Two sessions will be held daily. There will be editorial, circulation, advertising and publishing symposiums under competent leaders. Many of the leading editors, business managers, buyers and sellers of advertising, and authorities on modern merchandising methods will take part. On Friday afternoon, September 19, there will be a mass meeting with addresses by representative business and professional men on subjects of timely interest to editors, publishers and advertisers. Distinguished guests and worth-while speakers will be at the annual banquet, which will be made a memorable social occasion. No matter what may be your connection with the trade journal field, if you are interested in the idea of business promotion through trade press efficiency, if you believe in business papers for business men, you will be welcome at all sessions.

Full information may be obtained from
The Committee of Arrangements
WM. H. UKERS, Chairman, 79 Wall Street, New York

The Federation of Trade Press Associations in the United States
H. M. Swetland, *Pres.*, New York   E. C. Hole, *V. P.*, Chicago
Edwin C. Johnston, *Secy.-Treas.*, New York

Toying with Millions in Business

In this country there are three corporations that are regarded as the three richest and most powerful trusts in existence. One of these three corporations recently made three experiments in advertising on a gigantic scale. The risks were enormous. It was virtually toying with millions. The results of these three experiments startled the corporation—and that corporation's entire selling policy has been shaped on the results. These experiments and the results—with all the names, facts and figures—are described in detail in the new book, "The Premium System of Forcing Sales: Its Principles, Laws and Uses," by Henry S. Bunting, the advertising editor and author, who spent six years investigating his subject. There are thirty-five chapters in which every phase of the premium-giving method of getting trade is considered. This book is free with one year's subscription to the Novelty News, the great magazine of general business devoted to the advancement of advertising and selling methods. The subscription is two dollars. The book is free. The address is 215 South Market Street, Chicago.

Publications of
THE MERCHANTS RECORD COMPANY

431 So. Dearborn Street, Chicago, Ill.

"Merchants Record and Show Window"—Illustrated.

Published monthly. Subscription $2.00 a year for the United States and possessions, also Canada, Cuba and Mexico. To other countries, $3.00 a year. Only publication of the kind in the world. Fifteenth year. Over 18,000 readers monthly.

"The Art of Decorating Show Windows and Interiors"

Fourth Edition, Completely Revised.

The most complete work of its kind ever published, 410 pages, 618 illustrations. Covers to the smallest detail the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, Electrical Wiring, in fact, everything of interest to the modern, up-to-date merchant and decorator. Sent prepaid to any address upon receipt of $3.50.

"Hardware Window Dressing"

300 Illustrations and Diagrams.

The only book ever published on window dressing for the Hardware Store. There are complete descriptions with diagrams showing every phase of the work. The displays iluustrated are adapted to all kinds of stores and all kinds of windows from the largest to the smallest. Anyone who will follow the directions can put in money-making window displays. Bound in Cloth, 256 pages (8x11). Sent prepaid to any address upon receipt of $2.50.

"Sales Plans"

A collection of three hundred and forty-two successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address upon receipt of $2.50.

"Window Card Writers' Charts"

A series of elementary lessons for the beginner in card writing. Beautifully illustrated in colors. The charts contain practical instructions for the beginner. They consist of seventeen heavy cards, 8½x11 inches in size, printed in six colors and bronze, together with sixteen sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Sent prepaid to any address upon receipt of $1.50.

Special Combination Offers

"Art of Decorating," prepaid, and Merchants Record and Show Window, one Year	$5.00
"Hardware Window Dressing," prepaid, and Merchants Record and Show Window, one year	4.00
"Sales Plans," prepaid and Merchants Record and Show Window, one year	4.00
"Window Card Writers' Charts," prepaid, and Merchants Record and Show Window, one year	3.00

Above offers apply to renewals to MERCHANTS RECORD AND SHOW WINDOW as well as new subscriptions. Only one book at reduced price with each yearly subscription. **NOTE**—Add $1.00 to "Special Combination" prices where $3.00 (foreign) subscription rate to Merchants Record and Show Window applies.

FREE—TO NEW SUBSCRIBERS

(Not for Sale)

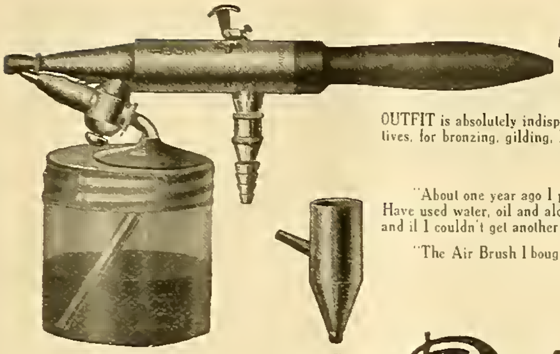
We have prepared with great care and at considerable expense three portfolios, which we are sending postpaid to anyone sending us new paid in advance yearly subscriptions. The titles of these books are as follows:

"100 Good Displays of Women's Ready-to-Wear"—Comprises only the very best examples of the window trimmers' art in this line.

"100 Good Men's Wear Displays"—A collection of 100 fine halftone engravings of clothing and haberdashery displays.

"Outdoor Decorations"—Shows the most effective schemes of decoration for automobiles, floats, buildings, etc.

Above named portfolios are printed upon high-grade enameled paper and are of uniform size—9x12 inches. We offer the choice of any of the above named publications with one new yearly subscription to MERCHANTS RECORD AND SHOW WINDOW, the only stipulation being that the porfolio desired must be requested with order accompanied by remittance of $2.00.



One of the many popular models of PAASCHE'S "3 in 1" Air Brushes.

Leading Merchants and Department Stores

Your TRIMMERS, DECORATORS and CARD WRITERS need the best tools and equipments to make your advertising displays draw the big crowds. A PAASCHE AIR BRUSH OUTFIT is absolutely indispensable for making the most attractive display signs and price-tickets; for coloring artificial flowers and decoratives, for bronzing, gilding, lacquering and finishing your old fixtures, making them look new; and for numerous other purposes.

USERS' OPINIONS

"About one year ago I purchased from you a Paasche Air Brush. Same has been used every day and has never been out of order. Have used water, oil and alcohol colors, all with the best results. I wouldn't trade my little "Paasche" for all the other makes I ever saw, and if I couldn't get another like it, I wouldn't part with it for its weight in gold.
GEO. E. WARD, Cleveland, Ohio.

"The Air Brush I bought of you three years ago has paid for itself a thousand times over, and is still in the run.
L. REID, Trimmer for Harmon's Dry Goods Store Jacksonville, Ill.

Our catalog will interest you—write now.

Paasche Air Brush Co.

MANUFACTURERS
5 So. Clinton Street,
CHICAGO, ILL.

Complete Wax Figure Cleaning Outfit

Including Formula of all Materials.

Don't pay the exorbitant prices experts charge. With this outfit you can do the same work and save from $2.00 to $3.00 per figure. We furnish enough materials for 100 wax figures; complete set of necessary tools; book of instructions carefully explaining the work; a complete formula of all materials used in this preparation, with full mixing directions. Our book of instructions includes full explanation how to repair broken or damaged Wax Heads, Arms, Fingers, Etc. NOTE.—All materials can be purchased in your own city.)

PRICE
COMPLETE
$5.00

SPECIAL PRICE OUTFITS

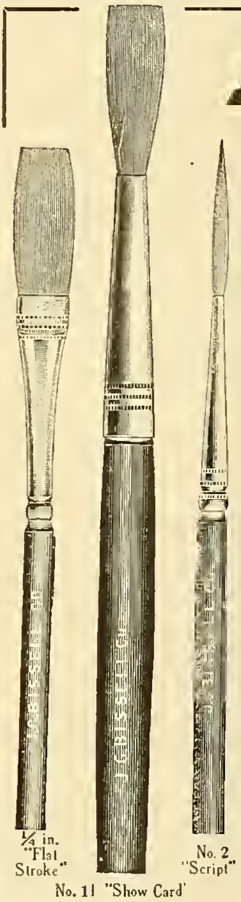
Complete Formula with mixing directions, also our book fully explaining how to clean and retint wax figures, including full set of necessary tools. Price **$2.50**

Complete Outfit of materials, enough for 100 wax figures, including book of instructions fully explaining the work; also full set of tools necessary for this work, but not including the Formula. Price **$2.50**

Our wax Figure cleaning outfits have been adapted and successfully used by thousands of the best stores in the United States and Canada. Our tints will not fade from the light, nor ruin any wax figure. We guarantee absolute satisfaction. Age will not affect the materials when the outfit is not in use.

Invented and sold exclusively by

The Harrisburg Wax Figure Renovating Co.
335 Crescent Street HARRISBURG, PENN., U. S. A.
SEND FOR OUR HANDSOME ILLUSTRATED CATALOG.



Bissell's

GENUINE RED SABLE

Show Card Brushes

in three popular styles.

They represent the best that skill, money and experience can produce. If we charged you twice as much we could not give you better material or workmanship.

We believe you will eventually use **Bissell's Brushes**—why not order a set today? We guarantee them.

We have arranged the following sets for your convenience at a special price:

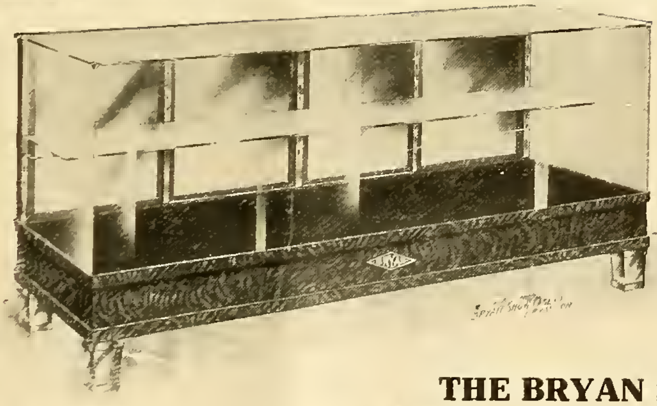
SET No. 1—Red Sable, "Flat Stroke," 5 sizes—¼, 5/16, ⅜, ½, ⅝ in. - - - - - - - - - - *$4.00*
SET No. 2—Red Sable, "Flat Stroke," 3 sizes, ¼, ⅜, ⅝ in. *2.45*
SET No. 3—Red Sable "Show Card," 12 sizes, 2, 4, 6, 8, 10, 12, 14, 16, 18, 20, 22, 24 - - - - *8.00*
SET No. 4—Red Sable "Show Card," 6 sizes—2, 4, 6, 8, 10, 12 *1.30*
SET No. 5—Red Sable, "Script," 6 sizes—1, 2, 3, 4, 5, 6 - - - *1.25*

Send for Our Brush Pamphlet

It will assist you in making your own selection. Remember—we guarantee every brush.

J. G. Bissell Company
49 Barclay Street, New York

Manufacturers of BISSELL's (satin finish) Show Card Colors



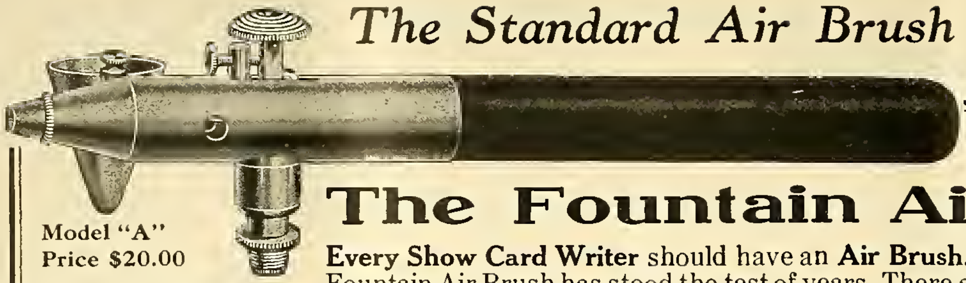
A CASE OF GLASS IS HARD TO PASS

More reason than rhyme in that. A "Bryan" all glass show case gets the attention of even the casual passer-by. Your most attractive merchandise is made still more so. 'Tis not unreasonable to say that the case pays its cost very soon in increased business.

The appearance speaks convincingly for itself—the quality is worthy the highest expectations. No dust, air or moisture holes—the construction is perfect.

You will find our catalogue interesting

THE BRYAN SHOW CASE CO., :: Bryan, Ohio



The Standard Air Brush of the World

The Fountain Air Brush

Model "A"
Price $20.00

The Original
Pencil Shaped
Air Brush.

Every Show Card Writer should have an **Air Brush.** Why not the best? The Fountain Air Brush has stood the test of years. There are now over 20,000 in use. The **Model "A"** illustrated above is the style used for very fine work. For those whose work does not have to be so accurate, we recommend the model "E." Price, $12.00.

Send for Catalog M-79 (just issued) new prices.

THAYER & CHANDLER, 913-921 W. Van Buren St., CHICAGO

JULIUS A. JEZEK
303-5 Fifth Avenue New York

Designer of Interior Fixtures for Stores and Show Rooms of all description. Department Stores especially. Also Building Plans with interior arrangement, including Cash and Parcel Conveyors, Lighting, Heating, Decoration, etc. Attractive Store Fronts, Practical Interiors. Having stores planned, all manufacturers estimate on a definite scheme; result being, equipment purchased at right price, saving many times cost of plans.

ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. In stock in covenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Cardwriters Pure Red Sable
One Stroke Flat Brush

For a clean stroke letter it has no equal.

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes
For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send 4c in stamps for our Catalogue. Now ready.

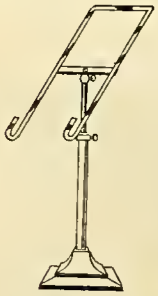
J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.

Perfect Air Brush Inks

Snowberry Air Brush Inks are the result of years of careful experimenting. THEY ARE A SOLUTELY PERFECT. Dry Instantly. Thoroughly waterproof. Bright and brilliant in tone.

Sample Order, c. o. d., 7 pints, different colors, $4.00
Sample Order, c. o. d., 7 half-pints, different colors 2.25

ROBERT HOSKIN Manufacturer
625 Greenwich St. NEW YORK



No. 2035

Barlow Fixtures

For the Best Display

Send for Catalog No. 9
Just out

The Barlow Company
79-B Race Street
HOLYOKE, MASS.

Wants, For Sale, Etc.

All Notices under this Department, $1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—Experienced ad writer, window dresser and card writer. Address Scovill Housefurnishing Co., Decatur, Ill.

WANTED—Window Trimmer in each city to take the agency for well-known line of display fixtures. We furnish samples and pay liberal commission. Address Box 193, care of Merchants Record and Show Window.

WANTED—At once, first-class window trimmer and card writer. Must have immediate response to this ad, together with references, photos of window displays, and samples of card work. State salary expected. Address Alex. Rice, Montgomery, Ala.

WANTED—An experienced window trimmer and card writer; position permanent to the right party; must be strictly up-to-date. Salary $25.00 to $30.00 per week. Address Kratzenstein Bros., Escanaba, Mich.

WANTED—Representatives everywhere to report Information, Names, etc., to us. We have contracts to supply big M. O. Firms, Manufacturers, etc. No canvassing. Spare time. Big Pay. Enclose stamp. Address National Information Sales Company, BHR, Cincinnati, O.

WANTED—Salesman to sell highest grade New York make display fixtures, forms and wax figures on commission. Any window trimmer who is a salesman and all around hustler of general store experience and who can propose fixtures required, can make big money. Write experience, age and send photo. Address Box 25, care 1724 Tribune Bldg., New York, N. Y.

POSITION WANTED—Thoroughly experienced, up-to-date window dresser desires change. Can also act as floorman. Moderate salary. Good references. Address Box 201, care Merchants Record and Show Window.

POSITION WANTED—By a man of exceptional ability and experience as window trimmer and card writer, with first-class stores. Will consider a good proposition either in the East or West. Can furnish satisfactory references. Address Box 203, care Merchants Record and Show Window.

TYPEWRITERS, VISIBLE—Underwood $39; Smith $33; Remington $37; Oliver $29; Monarch $30; Smith Premier $29; Royal $30; also blind Remington or Smith Premier $17; Standard Year Guarantee. Halcday, Canton O.

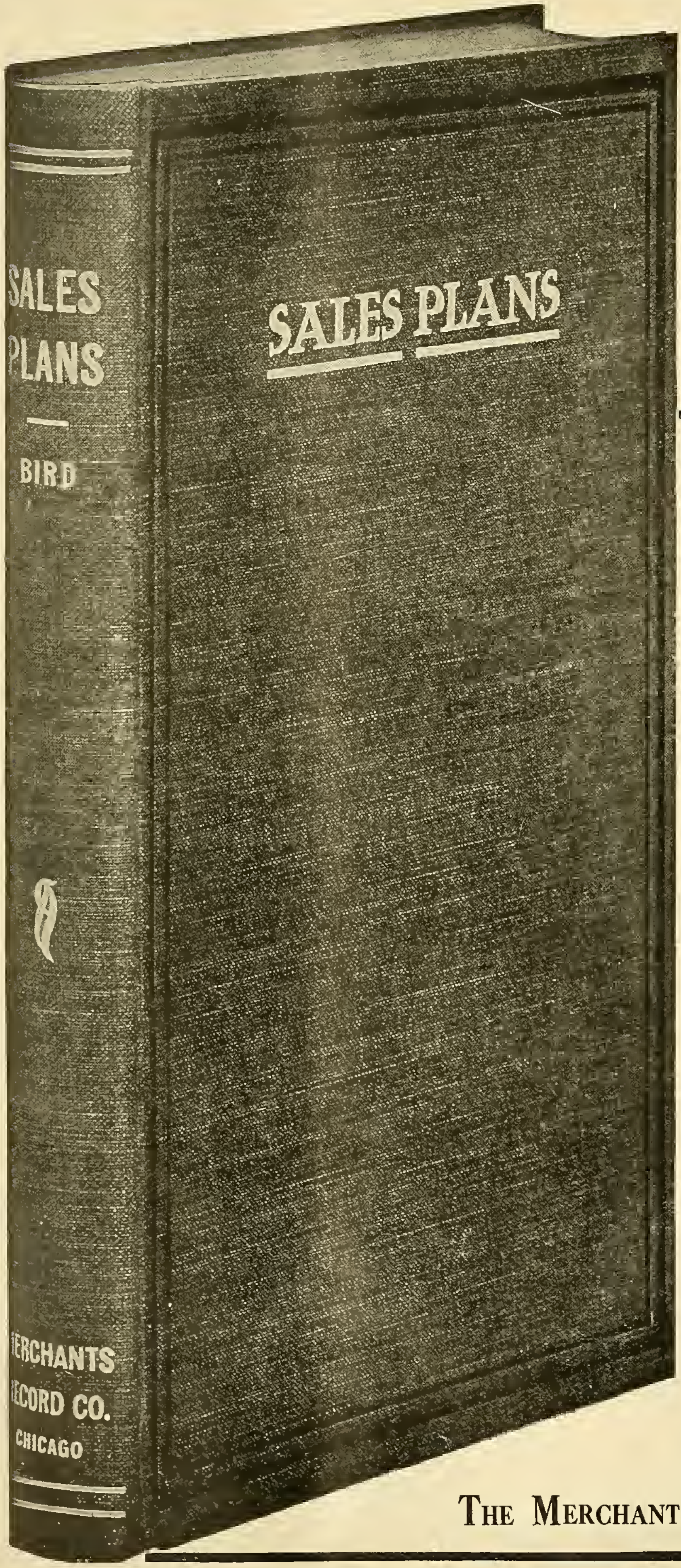
USE TURNER'S NATURAL COTTON BOLLS—For decorations and souvenirs, as great sales attractions. Write for free booklet and reduced prices. Samples postpaid, dozen 40c; ½ dozen 20c; 2 for 10c. James H. Turner, The Cotton Boll Man, Carrollton, Georgia.

EASY METHOD OF SHOW-CARD LETTERING—A 3 months' course in card-lettering for a 5-dollar bill. Comprising various alphabets, numerals, brush, pen like air-brush and air-pencil work, also border and scroll designs, embossing and 100 card phrases. One complete lesson each week for three months. Address Charles H. Sage, Easy Method of Show-Card Lettering, 365 Park Street, Fulton, New York.

Geo. Wallace Hess
Showcard writers supplies
1405 Olive ave., Chicago.
Write for New Price List Just Issued.

Index to Advertisers.

"Air Brush Designs"	00
American Lithographic Co.	62
American Luxfer Prism Co.	Inside front cover
American Reflector and Lighting Co.	53
American Rug Company	57
Annual Prize Contest	Inside back cover
"Art of Decorating"	60
Art Window Shade Co.	56
Baldwin, J. L., & Co. (Cash and Pkg. Carriers)	1
Barlow Company	62
Bauman & Co., L.	9
Bicycle Stepladder Co.	57
Bissell Co., J. G.	61
Bodine & Black	55
Botanical Decorating Co.	58
Bryan Novelty Mfg. Co.	57
Bryan Show Case Co.	61
"Cardwriter's Charts"	57-60
Cardwriters Supply Co.	53
Curtis-Leger Fixture Co.	Back cover
Daily, Bert L.	55
Detroit School of Lettering	53-57
Detroit Show Case Co.	53
Eberhard, Joseph F., & Son	62
Economist Training School	41
"Faust's Complete Cardwriter"	00
Feldman, L. A., Fixture Co.	56
Glantz, N.	53
Grand Rapids Show Case Co.	43
Great Central Novelty Co.	8
"Hardware Window Dressing"	60
Harrisburg Wax Figure Renovating Co.	61
Heagany, D. J., Mfg. Co.	6
Hess, G. Wallace	63
Hoskin, Robert	62
Illinois Show Case Works	7
International Correspondence Schools	10
Jezek, Julius A.	62
Johns-Manville, H. W., Co.	7
Koester School, The	39
Lamson Co.	5
Lyons, Hugh, & Co.	59
Milbradt Mfg. Co.	2
"More Talks by the Old Storekeeper"	00
National Cash Register Co.	37
National Time Switch Co.	56
Netschert, Carl	4
Northwestern Compo-Board Co.	4
Norwich Nickel and Brass Co.	Inside front cover
Novelty News	59
Ohio Suspender Co.	55
Paasche Air Brush Co.	61
Palmenberg's, J. R., Sons	45
Pittsburgh Reflector & Illuminating Co.	6
Piqua Bracket Co.	2
Quincy Show Case Works	6
Reflector and Hardware Specialty Mfg. Co.	8
"Sales Plans"	60-63
Schack Artificial Flower Co.	49-51
"Show Window Backgrounds"	00
"Store Management," Complete	53
"Strong's Book of Designs"	00
Thayer & Chandler	62
Tognarelli & Voigt Co.	56
Trade Press Associations	59
Twin City School of Window Dressing	47
Ventwell Store Front Co.	2
Wants, For Sale, etc.	63
Watkins, Frederick A.	6
Welch Mfg. Co.	5
Wilmarth Show Case Co.	5
Winter, M., Lumber Co.	8
Wold Air Brush Shop	57
Zouri Drawn Metals Co.	3



Practical Plans for Getting *More* Business

CONTENTS OF

"Sales Plans"

Chapter		Page
I	Special Sales	7
II	Selling by Mail	41
III	Expositions	60
IV	Getting Holiday Business	74
V	Christmas Schemes	81
VI	Co-operative Advertising	87
VII	Store Papers	98
VIII	Souvenirs and Premiums	116
IX	Getting Trade Through Children	136
X	Money-Making Ideas	148
XI	Contests	207
XII	Needlework Contests	238
XIII	Voting Contests	243
XIV	Guessing Contests	248
XV	Package Sales	258
XVI	Sensational Advertising	264

Just a Few - We Have Many More

"'Sales Plans' is worth double the price for the valuable information it gives." J. E. Barker, Wheeling, W. Va.

"I am in possession of a copy of 'Sales Plans' with which I am delighted." R. W. Williams, Old Colwyn, No. Wales, Eng.

"$2.50 is a small amount for the value received." Chas. W. Morton, Sacramento, Cal.

Printed on best heavy paper, 282 pages, 6½x9 inches, fully illustrated with reproductions of advertisements, circulars, letters, etc.

Cloth	**$2.50**
Full Morocco . . .	**3.00**

Shipped anywhere, charges prepaid, upon receipt of price.

Combination Offer: For $4.00 (Foreign Countries $5.00) we will ship prepaid copy of "Sales Plans" and extend your subscription to the Merchants Record and Show Window one year from any date.

THE MERCHANTS RECORD CO. 431 So. Dearborn St. CHICAGO

Annual Prize Contest 1913

Closes July 31, 1913

THIRTEEN VALUABLE PRIZES

One Large Silver Loving Cup, Handsomely Engraved.
Four Solid Gold Medals. Four Sterling Silver Medals.
Four Bronze Medals.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window trimming world. They are competed in by representative window dressers not only of America but many other countries: To wear one of the medals given by the Merchants Record and Show Window is a distinction of which any window trimmer may feel justly proud. It stands for the highest honor a window dresser can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

Our medals are as handsome as can be designed by the most competent sculptors and are invariably exclusive designs that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value.

Every window dresser who has good windows and knows how to trim them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better trimmer generally.

Because one is employed by a smaller store is no reason for not entering our Annual Contest. In years past many prizes have been won by trimmers in comparativey small towns. It is the work that is judged, not the name of the trimmer, nor the size of the store. Read the conditions below and send in your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS A—DRY GOODS. This class includes all lines of merchandise that are usually carried by a dry goods store.

First Prize—Engraved Gold Medal.
Second Prize—Engraved Silver Medal.
Third Prize—Engraved Bronze Medal.

CLASS B—CLOTHING. This class includes men's and boys' wearing apparel of all kinds, haberdashery, hats and furnishings, such as are usually carried by a clothing or men's furnishings store. The prizes are identical with those in class A.

CLASS C—MISCELLANEOUS. This class embraces all lines of merchandise except those named in Classes A, B and C. It takes in Hardware, Shoes, Groceries, Musical Instruments, Furniture, Books, Toys, Exterior and Interior Displays, Etc., Etc. Prizes identical with those in class A.

CLASS D—DRAPING. Prizes in this class will be awarded for the most artistic arrangement of any kind of fabrics over display fixtures or forms. Prizes same as in class A.

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the year The prize in this class is a handsome loving cup, especially designed and engraved for this purpose.

Terms of the Contest Read Carefully

Any person, without any restrictions whatever, is eligible to enter photographs in any and all classes.

Each contestant is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the Annual Contest will be entered in the Monthly Contest for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the Merchants Record Company.

All photographs submitted in this competition must be fully described and must be sent us before July 31, 1913.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the Annual Contest must be marked upon the back of each photograph as follows: "For Annual Contest," with name and address of trimmer.

Points To Be Considered in Making Awards

Attractiveness—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

Sales—Under this head shall be considered the effect of the display in making sales.

Originality—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "Merchants Record and Show Window" and two window trimmers of acknowledged authority.

The Merchants Record Company

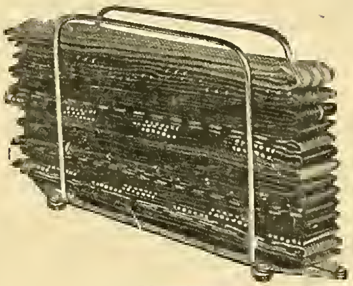
431 So. Dearborn Street CHICAGO, U. S. A.

Curtis Says "Every progressive merchant and window trimmer ought to have a copy of our new book on **Window Lighting.** It gives correct practice in window lighting, simplified engineering data, details of installing and fully describes X-Ray Window Searchlights. A copy will be mailed upon request. Write today."

The Scoop

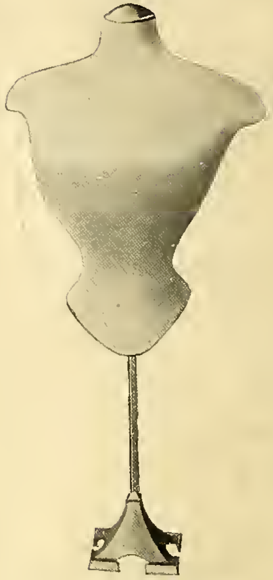
No. 1907

No. 1907 is a perfect form for men's coats and vests. Black jersey covered body fitted with metal neck cap and mounted on extensible standard and heavy square base.



No. 551

No. 551 Tie Rack displays all colors and patterns for your customers easy selection. Neckwear bought in bulk is 12½c per dozen cheaper than when purchased in boxes. Buy yours in bulk and purchase No. 551 racks with one season's saving.



No. 1838

No. 1838 Waist Form is ideal for dainty waists. White jersey covered bust with metal neck cap, mounted on extensible square standard and heavy square base.

No. 1323

No. 1323 Shirt Stand has wood top which tilts to any angle. Mounted on extensible standard and heavy metal base.

No. 3282

No. 3282. Miniature pedestal is useful in all displays. Top and base 7 and 8 inches square respectively, 6 inches high and finished as you desire.

No. 3283

No. 3283 Wooden Vase for artificial flowers, etc. Extremely useful and effective. Stands 13 inches high.

CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd. Chicago

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